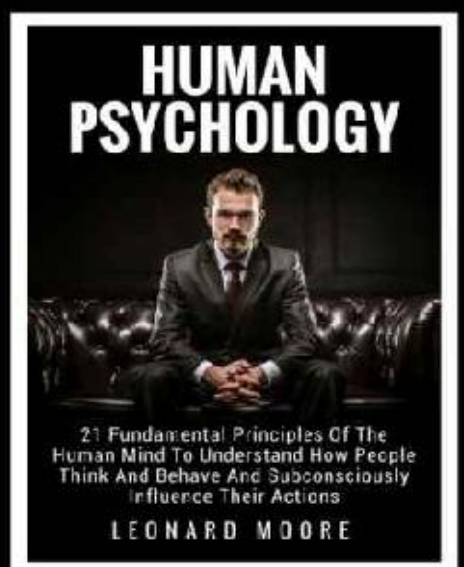
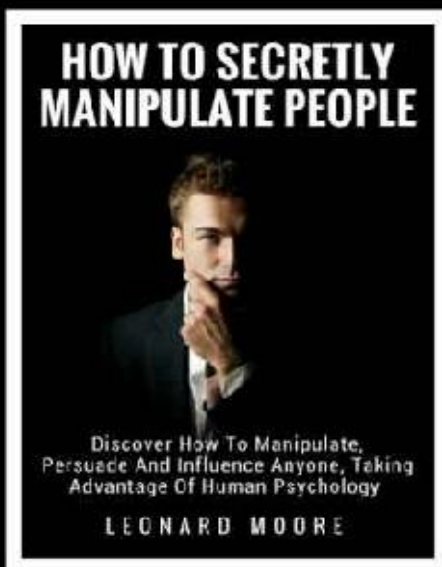
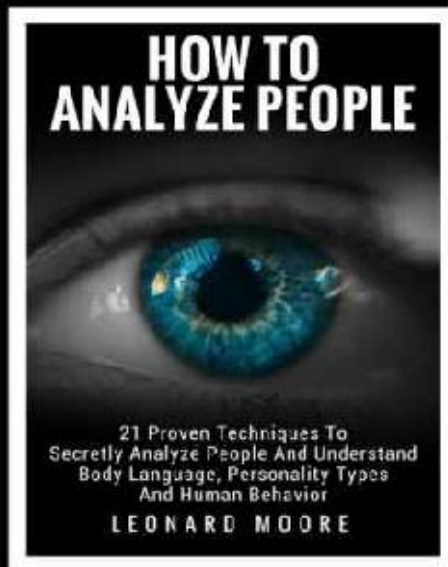
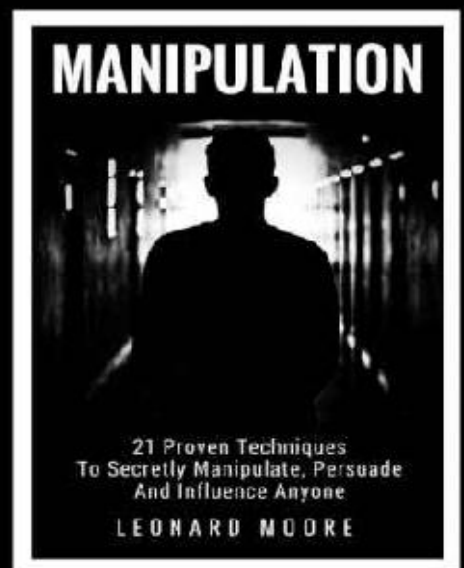
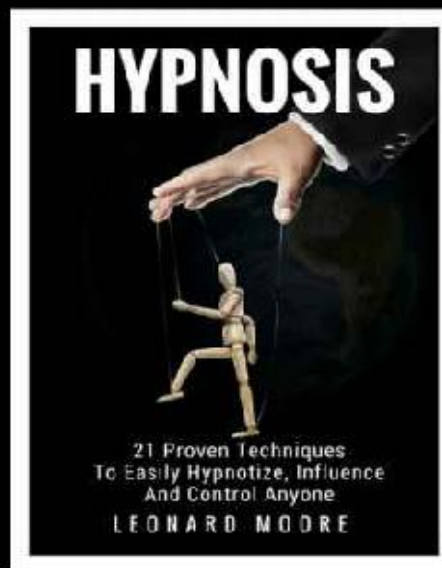
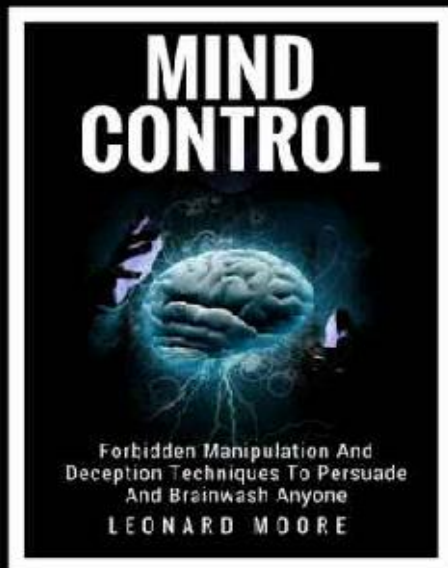


MANIPULATION



6 Manuscripts

Mind Control, Hypnosis, Manipulation,
How To Analyze People, Human Psychology
How To Secretly Manipulate People

LEONARD MOORE

Manipulation

6 Manuscripts

Mind Control

Hypnosis

Manipulation

How To Analyze People

How To Secretly Manipulate People

Human Psychology

Leonard Moore

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Free Bonus: 3 Insanely Effective Words To Hypnotize Anyone In A Conversation

If you're trying to persuade and convince other people then words are the most important tool you absolutely have to master.

As humans we interact with words, we shape the way we think through words, we express ourselves through words. Words evoke feelings and have the ability to talk to the listener's subconscious.

In this free guide you'll discover 3 insanely effective words that you can easily use to start hypnotizing anyone in a conversation.

[Click here to download the guide for free](#)

Mind Control

Forbidden Manipulation And Deception
Techniques To Persuade And Brainwash
Anyone

Leonard Moore

Mind Control: Forbidden Manipulation And Deception Techniques To Persuade And Brainwash Anyone

Thank you for purchasing *Mind Control: Forbidden Manipulation and Deception Techniques to Persuade and Brainwash Anyone*.

This guidebook is going to teach you all about mind control and how you can employ this technique in your life. Using the skills of manipulation, deception and persuasion, you will learn how you can ultimately control your life to create whatever outcome you desire. You will no longer have to stand behind the fear of not getting other people to cooperate with you in order to help you get your desired outcomes because you will be able to subliminally control them without them ever finding out.

This book will teach you about the processes of manipulation, deception, persuasion, mind control, and other incredible NLP techniques. You will also learn about how you can protect yourself from getting caught, and guard yourself from being duped by mind control that is being done unto you by others.

When you are done reading *Mind Control: Forbidden Manipulation and Deception Techniques to Persuade and Brainwash Anyone*, you will be equipped with all of the tools and skills you need in order to generate success with your mind control techniques. This book is aimed for anyone at any level, regardless of how much or how little history you have with mind control techniques. Everyone is sure to learn something from this powerful book, and you will be able to master it as well. This book is designed to help you tap into these forbidden skills and generate great amounts of success in your life as a result.

Some people say getting your way requires effort and hard work on your behalf, but this isn't exactly true. Instead, you can use mind control techniques and get everyone else to do the hard work for you, while you simply sit at the top and profit. You can bring anything into your life and create any outcome you desire with these powerful techniques. Nothing is out of your abilities when you employ mind control and take reality into your own hands.

If you are ready to become the master of your own life and create powerful changes to your reality with minimal effort on your behalf, then read on. Each chapter has been specially designed to help you tap into various areas of mind control and truly master the skill. By the end, you will have everything you need in order to generate major results in your life using mind control strategies. Enjoy!

Chapter 1: Mind Control

Mind control is a technique whereby you use various psychological techniques to alter someone's mind. In doing so, you can change the way they think about various things so that their thought processes work in your favor. This technique can enable you to achieve virtually anything you want with the help of virtually anyone you want. It truly puts you in the driver's seat of reality and allows you to have an effortless ability to live your desired life with your desired outcomes.

The History of Mind Control

Mind control has a massive history in society. There are many parts of human history where mind control was used to create desired outcomes. It has been used to assist in exorcisms, possession, and healing mental illnesses in the past.

One of the earliest known forms of mind control was a technique called trephining. This technique involves a tactic where a hole was cut into the skull of a person who was believed to be possessed by evil spirits. It was believed that by cutting the skull open, the hole would enable evil spirits to leave the body. In various parts of the world, an instrument was pushed into the hole to “scare” the spirit away. This technique is essentially the earliest form of a lobotomy. Trephining was believed to be done all around the world as there have been many skulls uncovered from various areas of ancient civilization that feature holes on the cranium.

While you won't be using any physical or harmful tactics on the people you are going to brainwash, it is important to understand the lengthy history of mind control and the fact that it has always been a rather major part of society. In the days of trephining, it was

believed that mind control could be accomplished by physical tactics. Essentially, those cutting into the skull believed they could regain control over the mind and have their patient forcefully adopt new ways of thinking and behaving that would be more appropriate to their society.

The idea of possession carried on for centuries, and various types of exorcisms have been completed in those times. Exorcism appears to be one of the primary methods whereby we see mind control, because as we now know, it is not possible for a human to be possessed by a demonic spirit. However, back in those times it was believed to be possible and so individuals would be subjected to brainwashing techniques to attempt to redeem their spirit and return their purity to them. In modern ages, we can suspect that most of these individuals were actually those dealing with mental illness and this was the best way that the society knew how to handle the situation at the time.

As a result of these beliefs, there have been many mind control strategies enforced over the centuries. Straitjackets, shock treatment, seclusion and sensory deprivation, rush chairs, restraining chairs, rotating chairs, and tranquilizing chairs were all some of the more harmful strategies that were enforced as an attempt to brainwash these individuals and return them to normal standards of thinking and behaving. Of course, these days very few of these strategies are used any longer, and there are many statutes of limitations on how the ones that are still used can actually be used. Furthermore, you don't want to be using any of these in your own brainwashing strategies because they likely won't work.

However, there is one strategy that was developed in history and has been a widely popular form of mind control over the ages. This strategy is still used today, and is even used by many professionals as a means to brainwash patients into a new mindset. This strategy

is known as hypnosis. Hypnosis will be a large part of what we use throughout this book, however it won't be the only one. In the remaining portions of this chapter, you will learn about various methods of mind control and how you can employ them to brainwash people into believing what you want them to believe and thus behaving the way you want them to behave.

Dark Psychology

The human condition related to the psychodynamics of those who prey upon others in a way that is motivated by deviant methods is known as dark psychology. Throughout this book you are going to be studying bits of dark psychology because it can help you further understand mind control and how it works.

Virtually every human has the ability to tap into dark psychology. This may sound somewhat terrifying, since dark psychology is often known to be the psychology fostered by psychopaths and sociopaths, and it can be the entire foundation for how many major crimes are committed. However, in this book you are going to learn about dark psychology and how you can use it to your benefit without compromising your own wellbeing, as well as how you can use the understanding of dark psychology to prevent yourself from being brainwashed by others.

The majority of dark psychology is based in goal-oriented motivation that can be rationalized by the individual who is completing the activities. Dark psychology includes the thoughts, feelings, and perceptions fostered by those who are responsible for using dark psychology to complete certain actions.

A lot of the forms of mind control are considered to be rooted in dark psychology because many believe that mind control is an impure strategy used by those who cannot be bothered to do things

themselves. They believe that it is a form of evil, hence why it is called “dark” psychology. While we certainly do not want to alleviate the blame from true criminals, you should understand that you are not a criminal for using mind control strategies.

Mind control in this day and age can be a powerful way to encourage people to do the things you need or want them to do. Obviously, this type of powerful strategy can be used to have people do bad things or to create criminal results, but it can also be used to encourage positive results. The way this method works for you is entirely up to you. If you choose to use these strategies to justify and execute criminal behaviors, then you are going to become a criminal and you will likely end up prosecuted as such.

However, if you use these strategies to benefit yourself and those around you without doing harm unto anyone, then there truly is nothing wrong with using mind control to get what you want. There are many people who use mind control for various purposes, such as selling, building businesses, encouraging employees to do what they should be doing in order to keep a business running well, encouraging people to see past their fears and limitations, and much more. Being able to control someone’s mind leaves you with a lot of power to do many positive things. Just as much power as you have to do evil things, even. How you choose to use your skillset is entirely up to you.

Various Techniques of Mind Control in Society

In this day and age, there are ten versions of mind control that exist. These are essentially modern-day versions of the techniques you learned about in the “history of mind control” section. Understanding these strategies and how they work will assist you in understanding how they contribute to mind control. After, you will learn about strategies you can employ, and how they work as well!

Education

By educating impressionable children, society essentially teaches them to become “ideal” members of society. They are taught and trained in certain ways that fulfil the desires of the government and authorities, and most people don’t even think twice about it.

Advertising and Propaganda

By putting advertising and propaganda everywhere, those in control are capable of eliminating people’s feeling of self-worth and encourage them to *need* what is being sold, as opposed to just wanting it. This is essentially a subliminal strategy to make people feel poorly about themselves so that they will purchase whatever is being advertised to increase their feelings of self-worth.

Predictive Programming

The idea of predictive programming is essentially that authorities place references to major activities in the popular media before the atrocity ever takes place. As a result, everyone already warmed up

to the idea, and so they are not overly fearful when it takes place. It is essentially a foreshadowing tactic used on real humans, instead of in writing.

Sports, Politics, Religion

The idea of these strategies is to “divide and conquer”. Ultimately, each one has people placed into various categories, where they feel very strongly. As a result, they don’t come together and support one another, but rather they are against each other. This means that they are divided, and so the authority can conquer.

Food, Water, Air

Believe it or not, there are many toxins and additives that are put into food, water, and air that are literally changing the makeup of your brain. As a result, you are being subjected to mind control every time you consume anything that is essential to your livelihood.

Drugs

Whether they are street drugs or pharmaceutical drugs, they have the ability to alter your brain’s chemicals and therefore change your mind. Drugs can be considered akin to old-time lobotomies, shock chairs, and other types of mind control to eliminate mental illness from people. Only, these days, they are much more commonly accepted and are taken by people everywhere.

Military Testing

The military has tested mind control for a long time, claiming that they want to use it as an opportunity to control the opponent and ward off any violence. They have even discussed creating helmets that would protect the militia from mind control strategies and keep them focused on their missions.

Electromagnetic Spectrum

This essentially means the electromagnetic rays that are cast by electronic devices. We all have our houses filled with them, and every time you plug them in or use them you are subjected to the electromagnetic spectrum. It is believed that this can have a mind-altering effect that would contribute to mind control.

Television, Computer, “Flicker Rate”

Televisions and computers are believed to subject people to overwhelming amounts of information and ideas that ultimately causes them to be hypnotized by the ideas and lulls the information into their subconscious minds, thus creating a situation of mind control. There are also “flicker rates” which means essentially that data is flickering by faster than the eye can see. It is believed that these strategies, including video games, are used to execute mind control strategies.

Nanobots

These are ultimately placed into your brain and used to alter your mind. They believe that by putting a nanobot into your brain they can create any outcome they desire because you are under mind control. You can literally “press a button and become happy”.

Understanding the various forms of mind control can help show you the many ways it can be done. While some of these may be chalked up to conspiracy theories, you can still derive a general understanding of how each strategy would contribute to mind control. When you are learning to master mind control, it is important that you understand all of the different ways it can take place.

In the above scenarios, there were some common trends. The general ones included: subliminal messages, mental overwhelm, education, and direct physical altering of the mind. These are the most common methods used to attempt to brainwash someone and control their mind. Some of these strategies are not really doable for the average person, however understanding them will help you later when it comes to preventing yourself from being subject to mind control.

In the meantime, we are going to focus on three primary methods of mind control that you *can* use and easily execute on virtually anyone. They include: persuasion, manipulation, and deception. These methods are all strategies that are completed using spoken word, and they can assist you in altering someone's mind so that you can have your desired effect on them. Now, you will learn about each one.

Persuasion

Persuasion is one of the most popular forms of mind control. This method is used in so many different areas of life that many people don't even recognize when it is happening. That is exactly why it works.

Persuasion is not the same as convincing, although most people believe the two are the same thing. However, persuasion is the act of skillfully encouraging someone to do what you want them to do without them realizing you're doing it, whereas convincing someone means that you are using tactics that are easy to recognize. To explain it a bit further, persuading means to skillfully present facts and information in a way that doesn't make it obvious that you are doing so, and encouraging people to do what you desire for them to do. Convincing people, on the other hand, is very obvious and often includes a lot of back-and-forth and ultimately nagging, begging, or pleading someone to make the decision you want them to make after they have already chosen the alternative.

When you are learning about persuasion, it may seem easy. In reality, it is a strategy that requires a lot of time, effort, and practice. You cannot simply read about persuasion and then run out and master it. Instead, you really need to ensure that you grasp the concept and that you practice putting it into action in your daily life. In chapter 6 you will learn about many real-life strategies that can help you further integrate this technique into your life.

Manipulation

Manipulation tends to be regarded as one of the darker methods of mind control, and many people think it is a nasty thing to do. However, when you learn to use manipulation properly, you can use it to gain control over virtually anyone's mind and have your desired effect on their decisions and actions.

Unlike persuasion, which is typically comprised of conversational tactics, manipulation involves external influences to help encourage people to do what you want them to do. These include strategies like building trust, and proving why they should do what you want them to do. While some of these strategies are conversational, they are often impacted by external influences unlike persuasion which relies merely on wording structure and methods of structuring your sentences and conversations.

Deception

Deception is an extremely sophisticated strategy that is used in mind control. This is not the process of outright lying to people, but rather tactfully covering up certain pieces of information to avoid them from ever being discovered. This strategy allows people to knowingly omit information from conversations without being considered liars since they have never directly been asked, and therefore they have never directly lied.

When you are partaking in deception, you have to be tactful and consistent in keeping the conversation away from any question that may put you in a position where you must either come clean or actually lie. Using deception as a secondary manipulation method for mind control purposes means controlling the conversation and preventing it from ever going in the direction that would suggest information that you are lying or covering up information.

In order to skillfully use deception, you need to know how to guide the conversation in a way that leads the listener to believe something without ever actually being told to believe it. For example, if you want to prevent someone from finding out that you are attracted to someone they also like, you could create the illusion that you are not. You never actually admit that you aren't, you just lead the conversation so that it can be assumed that you aren't.

This is a powerful form of mind control because it allows you to deny ever doing anything wrong. Since you have never admitted to anything or lied about anything, you can easily say that it was the listeners fault for not asking, or for assuming anything was implied.

Subliminal Messages

When you use subliminal messages, you are sending messages without someone actually knowing that you are doing so. These messages tend to slip past the conscious mind and directly into the subconscious. The powerful thing about subliminal messages is that you can be telling someone one thing, and yet having them hear something entirely different. While this conscious mind digests something that they are willingly accepting, their subconscious mind may be hearing something entirely different. Because you have put them into a receptive mode, they are more likely to react and respond in the way that you want them to, and their subconscious mind is more likely to accept the information as well.

Subliminal messaging is powerful because it allows you to control the mind without any indication that you are doing so. You can speak directly through the conscious mind and into the subconscious mind, thus planting information, evidence, and knowledge into the subconscious that encourages your listener to support your position and act or think in the way that you want them to. You are literally programming their mind with your desired messages, and they have no idea that you are doing so.

Mind control is a very powerful strategy that can enable you to have people thinking in your favor. These individuals are going to unknowingly be listening extremely closely to your sentences and hanging on your every word, while giving into anything you want. Because of your masterful ability to control their minds without them even knowing it, you will be able to have any desired outcome effortlessly.

Chapter 2: Masterful Techniques

Now that you are clear on the various types of mind control, you can start learning how you can master them! These techniques are all a part of the four primary mind control strategies you learned about in the previous chapter. Persuasion, manipulation, deception and subliminal messages are all strategies that are easily used by the average person, and can be used to achieve anything you desire in life with the help of anyone who you want to recruit.

Becoming clear on what each type of mind control is half the battle, because this will enable you to know when each strategy should be used. However, beyond that you need to know the exact techniques of each strategy. In this chapter, you are going to learn just that.

When you are reading this chapter, it may sound like a lot. There are many different techniques that are used by each strategy, so it can be overwhelming. The best thing you can do is take your time and learn each one, one at a time. Choose one area of focus and stay focused on that for about a week while you learn to naturally integrate it into your conversation and relationships. Then, you can move on to the next strategy. This may sound like it will take a long time, but it will also give you the opportunity to have the best results. If you attempt to go too fast, your techniques may have a forced feeling and that will take away from your success. Furthermore, it may cause your listener to know exactly what you are doing, which is not what you want. This chapter has been written in an ideal structure, where you can follow it one-at-a-time to get the best results. You don't need to choose one and then on to the other, simply follow the chapter chronologically and you will have the best results.

Persuasion Techniques

There are many ways to persuade people to think or behave in your favor. The following strategies are all methods of persuasion that you will want to master. Ideally, you will work on one or two at a time. If you try and rush it all, it may become extremely obvious as to what you are trying to do, and people may see through it. The goal is to practice something until you can seamlessly integrate it with your regular conversation so that no one even recognizes you are doing so. Over time, you can add in more and more, until you have completely mastered the art of persuasion.

Pacing

This ultimately means that you mirror someone else's behavior and language. When you can do so, you create a subconscious sense of connection between you and the individual you are talking to. You don't want to be extremely obvious when doing this, so don't entirely mirror them, but you want to do it enough that you create that subconscious message. If they touch their hair, you could fix yours. If you see that they are leaning to the left, wait a few moments and then naturally lean over to the left as well. When they say certain things, find a way to naturally work those words into the conversations so that they feel like you "get" them. This will help them feel connected to you and will assist them in establishing a sense of trust with you. When someone trusts you, they are much more likely to do what it is that you desire for them to do.

Pacing is the very first step of getting control in a conversation. When you pace, you give yourself the ability to subliminally tap into their subconscious and put them into a hypnotic state. They have no idea that you are doing so, so this is why it is considered

such a powerful form of mind control. You will use this as your foundation to begin your brainwashing techniques.

Embedding

Once you have established the pacing part of the conversation, you can begin practicing embedding. This is the process whereby you embed certain commands into your conversations so that they begin to think in your favor. You are not directly telling them to do so, but because you are speaking into their subconscious mind you do hold an authority position where in suggesting it, you make them naturally *want* to do so.

Embedding commands into the conversation may seem difficult, but it is actually rather easy and it will have your listener deciding in your favor without you ever having to convince them to do so. You always want to make sure that you are embedding commands seamlessly so that they sound natural, and so that they don't sound like a command at all. You will learn about some real-life scenarios where this can be used in chapter 6, but one example you can consider right now would be if you were to want someone to take you on a date. Say you are having a conversation with them, you could say something such as "So, do you go on dates often?" by naturally working up to this phrase and then injecting it into the conversation, you give the listener the idea that they want to take you on a date. Then, they will make the decision without you ever having to outright ask or command it, or even have to make it seem like it was your idea to begin with.

Primary Motivators

Primary motivators are ultimately the reasons why someone would want to do what you are asking of them. There are many motivators, and you want to be certain that you structure them in the right way so that they motivate your listener and get the momentum building. By structuring your weaker and more powerful points properly, you can create an irreversible momentum that will get anyone working in your favor.

The best way to do this is to identify your primary motivators, and then identify your minor motivators. You want to use your primary motivators as the first and last part of motivation in your conversation, and then you want to inject the minor ones throughout the rest of the conversation. That way, the person you are talking to knows what the purpose of the conversation is from the beginning, and leaves the conversation with the purpose in mind as well. The fillers in the middle will all just provide extra information as to why they should make their decision in your favor.

Recent Knowledge

People are much more likely to stay focused on the last thing they heard in your conversation. While they will think about the fillers and everything in between, the pieces that will impact them most are the things they heard more recently. You can use this to your favor by sharing the most favorable information *after* the initial information so that they are more likely to pay attention to the favorable information versus the rest. This is a great way to take the attention away from the negative or lesser important parts of your conversation and keep people focused on the part you want them focused on.

Using this knowledge, you can bring the conversation back to where you want it to be at any given time. If the conversation is drawing away from the focus point or if anything negative or less desirable was shared, overshadow it with knowledge of the more favorable points so that they are more focused on the recent information. This will prevent them from working out of your favor by staying emphasized on the less desirable information instead of the more important information.

Repetition

There is a very high value that comes along with repetition. That is why advertisements are repeated everywhere, and why you can see them on many different platforms. That is why business people will give you a call back and do their best to regularly put their company name in front of your eyes. That is why when you hear about something several times, you are more interested in it and more likely to engage with it than you are if you only hear about it once. This is the same for your listener.

When you are having a conversation, repeat the same thing in various ways. Find new ways to present the information in a way that doesn't make you sound like a broken record, but helps your listener to stay focused on something. This idea is that they warm up to your information more and more each time, and eventually they are ready to decide in your favor.

You want to make sure that you make the repetition natural, and that you span it out over multiple conversations or interactions if necessary. This will ensure that this particular persuasion technique works and that the outcome is in your favor.

Anchoring

Anchoring is a very popular form of persuasion or mind control that uses physical action to talk to the subconscious mind. Anchoring is extremely easy in theory, but takes some practice in order to be able to do it in a way that actually works.

Essentially, anchoring works by “anchoring” one part of your body to “good” information, and one part to “bad” information. So, let’s say you want to convince someone to travel to Spain instead of France. Anytime you talk about Spain you will naturally touch or point to one area on your body, let’s say your left shoulder. However, anytime you talk about France you will touch or point to another area on your body, let’s say the right hip. You want to make it very unobvious that you are doing this, so you don’t want to clearly be pointing directly to this spot. Ideally, you will just casually gesture towards them and sometimes touch them. As a result, your listener will associate each area on your body with a certain point. They will see your left shoulder as “good” and your right hip as “bad”. So, when you finally get to the punchline, if you say “So, where would you like to go?” while you are gesturing towards your left shoulder. As a result, their subconscious mind will be more likely to get their conscious mind to say Spain, because they have naturally associated your left shoulder with Spain which is “good”.

These persuasion techniques are all types of conversational mannerisms you can use to have success with mind control. You want to use them during regular conversations as a method to structure your sentences and your general direction of conversation. You should take your time and really understand how each technique fits into your conversation so that you can work them in

seamlessly. Having the control, tact, and technique to make the conversation flow naturally with these techniques planted inside of it will enable you to really use persuasion to its full effect. When you use persuasion properly, you will find that you no longer have to use obvious convincing as a method to persuade people to do what you want them to do. Instead, they will naturally be persuaded to listen to you because you have planted the idea in their mind throughout the conversation. Ultimately, they will think and act in your favor because you have implanted the idea to do so within the conversation. Instead of them thinking it was your idea and you pushed them into it, they will feel like it was their own idea and you were simply agreeing with them.

Manipulation Techniques

Being able to manipulate someone's thoughts is actually not as difficult as you may suspect, and it can have a powerful effect on your ability to get them to think in the way that you want them to think so that you can have your desired outcome.

There are seven ways that people can manipulate others. Unlike persuasion, these are not techniques that you use necessarily in conversation, such as anchoring or pacing. Rather, these are other important techniques that are involved in the relationship you build with the people you are talking to, and how you can use that relationship to manipulate them to have certain thoughts and decisions that work in your favor. The following strategies are an important part of manipulation.

Trust

Having the trust of the people you are talking to is important. When people trust you, they are much more likely to actually listen to

you. They will feel more compelled to have conversations with you, they will be more likely to respect what you say, and they will be more likely to agree with you or comply with you when you exercise authority.

Gaining trust in your relationship comes from using tactics such as mirroring, as well as by generally being trustworthy. Show that you genuinely care about what they are saying, and that you have an interest in their wellbeing. Make them feel as though they can feel confident in your ability to think for their better interest so that they don't have to when they are with you. This way, when you make a request, suggestion, or subliminal command, they are much more likely to comply because they know you think with their best interest at heart.

Cause

You have to have cause when you are using any type of manipulation strategy. This means that you have a good reason why someone should do something. When you have a cause or reason why they would want to or should want to do anything, they are much more likely to actually want to do it. The incredible thing about manipulation and mindset is that you don't actually need to have an extremely great cause. As long as the cause is something that can be perceived as important and relevant, you can use it and it will work!

Secret Hypnosis

Secretly hypnotizing people without them knowing it is a powerful form of manipulation. Technically, you achieve this by using persuasion techniques such as pacing and anchoring. The reason

why we mention this under the manipulation position is because it is important and relevant in both strategies. If you want to be able to successfully persuade and manipulate people to do what you want them to do, you need to be able to secretly hypnotize them. This is also relevant and important for deception and particularly subliminal messages.

When you have people under secret hypnosis, you can speak directly to their subconscious and you don't have to worry about their conscious mind getting in the way. While you do still need to accommodate for their conscious mind in the conversation, you have a direct passage to their subconscious mind to help activate your mind control strategies. It is important to understand how important this process is and activate it in every conversation when you want to be in control.

Using Irrelevant Tactics to Accomplish Relevant Goals

Perhaps you have heard of this technique before, but one of the best ways to get someone to say yes to what you actually want them to say yes to is to first get them to say yes to anything. Often, you want to start by getting them to say yes to things that are seemingly irrelevant to the overall picture. For example, if you want them to buy a TV you might first get them saying yes by asking them if they are interested in having a more luxurious living room or a more comfortable space for entertaining. That way you can then naturally draw them towards a TV and get them saying yes about larger sales.

You can also use this technique in many other areas. You can use it to get people to go on a date with you, to get them to go somewhere with you, to get them to give you things, or do any other number of things you might want them to do. This

manipulation strategy really puts you in control and helps you get what you want. Soon, you will be able to get them to say yes to things that are unbelievably large.

Using Their Feelings

Arguing with logic can be hard because most people are driven by feelings, not logic. Even if they are highly logical people, they are more likely to be driven by logic *and* emotions, not merely logic. That is why getting into their emotional state and using their feelings to get desired results is often the best way to get what you want.

Proof of Results

People have always been more likely to act when there is proof that the results are what they are looking for. This is why having proof of the results they can expect when doing what you say will be extremely helpful in getting your way. Think about it this way: humans are herd animals; we do not like to be left behind or feel as though we are the odd one out. If you have proof that others have done it, then the people you are talking to are going to want to be one of those people, too. They will not want to be left out or feel as though they are the only ones not doing it, so they will naturally feel infinitely more inclined because they want to follow the herd.

Authority

People are naturally more inclined to comply to someone who speaks and acts with authority, instead of someone who appears to be intimidated or uncertain about what they are saying. If you are

uncertain, waiver in your stance, or otherwise appear to be under confident, people are going to pick up on this and will feel less compelled to listen to you. They do not like to follow those who are not confident and strong. This could potentially lead them into a situation they don't want to be in. However, if you are leading with authority through confidence, strength, and certainty, people are going to assume that you know what you are talking about and they will feel more inclined to listen and comply.

Manipulation works heavily through knowing how to assert yourself in a conversation and use a human's nature against them. By understanding how people naturally behave, act, and think, you can use this to your advantage and create a situation that will allow you to carry the control in the conversation and manipulate people's thoughts and feelings to work in your favor.

Deception Techniques

Deception, as you know, is the process where you deceive someone instead of lie to them. In other words, you are knowingly omitting the truth and preventing someone from finding out through the way you guide the conversation. Deception in and of itself is a technique, though there are certain key points you can remember as an opportunity to maximize your deceptive abilities and have success with deception in conversation.

Avoid the Topic

The first and ultimately easiest way to exercise deception is to avoid the topic altogether. For example, if you do not want your boss to know that you weren't actually sick when you skipped

work the other day, you would simply want to avoid the topic altogether. Without it ever coming up, you are never put into a situation where you have to actually use deception. This is a form of deception itself because you are allowing your boss to believe that you were truly sick, and you are omitting the truth from them. This is easy because you never have to actually use any of the other techniques with deception. You can simply rely on skirting the topic to allow your boss to continue believing that you were away sick, when in reality you were not sick at all but simply wanted or needed the day off for an alternative purpose.

Do Not Lie

Deception is different from lying in that you are not saying anything that isn't true. You are not telling something that is false, and therefore you are not lying. Instead, you are leading someone to believe false information through careful intention when you guide conversations. If you want to successfully deceive someone, you must refrain from lying at all costs. Lying puts the blame on you: the person can question why you were not truthful when you were asked something outright. However, when you deceive someone, the blame is on them. They were the ones who chose to believe without requiring further information, therefore they are the ones who are responsible for not having found out additional information. You can easily say "You never asked" when they ask why you never told them. This puts it on them, and away from you. They cannot blame you or generate a sense of mistrust based on the fact that you told an outright lie to them.

Careful Wording

Your wording is how you can avoid lying and instead use deception in conversation. You want to make sure that you carefully word things to lead someone to believe what you want them to believe, without actually lying to them to get them to believe it. For example, when you were calling for that sick day, you may have simply called in and said, “I need to take a sick day today.” Nothing more, nothing less. Since you took a sick day, your boss will likely assume that you were actually sick. However, you never admitted to being sick, rather you simply stated that you needed to take a sick day. In other words, you were using your sick day as an opportunity to get the time off that you needed on that day.

The same goes for anything. You want to make sure that you are carefully wording your sentence to lead someone in one direction, without actually lying to get them there. Take your time, practice your wording, and look for loopholes that you can use to get people to believe you. This is how you can master deception.

Deceptive Actions

Deception can go much further than conversation and wording, as well. Deceptive actions can also assist you in achieving your desired result. This means that you act based on the truth you want them to believe, and not the realistic truth. For example, let’s say you like your friend’s spouse. Since you don’t want them to find out, you can avoid the conversation and act as though you are merely friends with their spouse. You do not show that you are interested in them, you simply feel it and continue acting as regular friends with that person. You treat them the same as you would treat any other friend. This is deception through activity. You are not leading anyone to the truth, even though it exists. Instead, you are leading them in the other direction. You have never admitting to

liking or not liking their spouse, it is simply assumed that you don't and your actions help lead people towards believing the same thing.

Subliminal Messages

Subliminal messages are a very powerful part of mind control, and are an extremely important strategy to learn if you want to successfully brainwash anyone. Subliminal messages are so powerful that they actually exist all over the modern world, and most of us don't even recognize it. They can be found in advertising, movies, news, and much more. Learning to use subliminal messages will help you successfully use mind control on people in the most masterful way. You will be able to brainwash anyone into thinking and behaving in the way that you desire for them to behave, and you will be able to have any outcome you desire once you master this technique. This is next level mind control that many people take years to master, but you are going to learn to master it easily and efficiently with these steps.

Scaling Back

This technique is an incredible way to use subliminal messaging to get people to do what you want them to do. Using this strategy will enable you to get people where you want them to be, easily. The technique is virtually effortless, and is often used in sales and other similar situations. You can modify it to work for anything, though. Essentially, all you need to do is start with a large request and scale it back as you are talking. For example, let's say you want to get someone to talk to you on the phone. You could start by asking to hang out and perhaps go on a date together. As the conversation progresses, however, work your way backwards and simply ask for a phone call. Because it is not as grandiose and intense as the

original request, they are more likely to say yes. After all, a phone call seems to bear much less pressure than a request to go on a date, right? Then, once you have them on the phone you can push for the date!

First Name Basis

People absolutely love hearing their first names. It has a certain effect on people that is not achieved through virtually any other name in any language. Using someone's name is a sort of flattery that also validates someone's existence. People love knowing that they are recognized for the core of who they are, and they are much more likely to comply with what you are asking if you are using their first name regularly. You also want to refer them as what you want them to be for you. So, let's say you want "John" to become your friend. You could say "John, did you enjoy the game last night?" and when he says "Yeah, it was pretty good!" you could say "I agree, friend!" This associates them with being your friend, and is more likely to encourage them to actually feel as though they are your friend as well. This brings certain perks, such as trust, that are necessary to effectively use brainwashing and mind control, too.

Flattery

Many people argue that flattery will get you nowhere, but this is false. Flattery will get you everywhere if you use it right. People are attracted to those who are naturally charming and part of being charming is using flattery. If you take the time to charm those you are talking to, they are more likely to respond in your favor because you make them feel good. Something that is important to recognize with people, however, is the level of self-esteem they carry. Those

who have high self-esteem will like to be flattered with heavily because you are validating their higher sense of self-esteem. Those who have low self-esteem, however, will become uncomfortable and intimidated if you flatter them too much. It causes them to feel as though they are being “battered up” and makes them experience a conflict since they cannot relate to what you are saying. The more you practice identifying someone’s sense of self-esteem, the easier it will be to gauge them and use this as an opportunity to flatter them in a way that will genuinely feel good to them and cause them to feel more inclined to respect your words and opinions.

One thing that is worth pointing out is that when you meet someone with extremely low self-esteem, you never want to go in the opposite direction and demean them. This will make them feel bad and break the trust between you two. If their self-esteem is phenomenally low, consider skipping this step altogether to prevent yourself from creating a disconnect between yourself and the person you are talking to.

Paraphrasing

People love to be validated, and paraphrasing is a great way to validate them. When you paraphrase someone, they feel as though you are listening to them carefully and that you are validating what they are saying. This makes them feel good, and develops a great sense of connection between the two of you. This is an excellent way to create that connection and use it as an opportunity to establish a trust between you and the person you are talking to, while also finding your way into their subconscious mind so that you can speak past their conscious mind and into their subconscious. This is how you will get maximum success with getting them to do what you want!

Nod A Lot

Nodding is connected with a positive agreeance between you and the person you are talking to. Nodding frequently throughout the conversation instills a very positive feeling into the person you are talking to, and helps them feel as though you are truly listening to them. When they see you nodding and agreeing with many parts of the conversation, they are going to feel more likely to nod and agree as well when it comes your turn to talk. This creates an overall positive situation where you can easily get them to agree with you, because the sense of “agreeance” is high in the conversation in general.

Repetition

One of the best ways that you can get through with subliminal messages is repetition. If you don't use repetition, your message is going to fall on deaf ears. The more you repeat certain words and phrases, the more the subconscious mind is going to hear it and you are going to have success with getting someone to agree with you and do what you want them to do. When you repeat something, it essentially “warms up” the mind to the idea, and helps people begin to really feel and believe it as the truth. The more you repeat it, the more they believe it and agree with it, and the more inclined they are to verbally agree with it in the real world, too. If you do not use repetition, you will never succeed in getting your messages and desires through to the person you are attempting to mind control.

Visual Subliminal Messages

Many people believe that audio messages are the only way to get subliminal messages through, but this is simply not true. In this day and age, we have access to text-based communications, and visually seeing the repetitive message can have a major impact on someone's likelihood of agreeing with you and making a positive connection with you and the message you are sharing. You can text your message to people without being overly obvious, and you can also find creative ways to share it on social media if you have them added. This will lead to them seeing the message beyond your conversations with them, which will even further warm their mind up to the idea and have them agreeing with you in no time.

Subliminal messages are a large part of brainwashing and mind control. These messages are generally thought to have little to no weight behind them, but they are intended to pack a punch and really leave a lasting impact on your listener without them even realizing it. To them, you may be innocently passing along a message, whereas to you, you are intentionally instilling this information into someone else's mind with ulterior motives of some sort.

Learning the techniques of mind control is not necessarily the easiest, and won't be an overnight process. It is important that you are prepared to practice these techniques over time, and that you are willing to allow yourself to expand your skills with practice. Brainwashing and mind control is a very powerful skill that you can learn, but you need to be extremely good at it if you are going to have the type of impact you want to have on people. You should refrain from trying to use too many of the techniques at once, because this will cause for you to become overwhelmed and will

diminish the quality of your attempts. It may even lead people to seeing right through you and result in you having the opposite effect of what you are looking to accomplish.

The best way for you to master mind control is to work through this chapter slowly. Start at the very beginning and practice one or two techniques at a time. Make sure that you really give yourself time to master each one before you move onto the next one. You should aim to commit at least one week to each technique before it becomes habit and you are able to easily work it into conversations and use it naturally. Even if you don't necessarily want to get anything out of people, you should practice using these techniques in every conversation. Set small and easy goals with each conversation: perhaps to get someone to agree with you on an unpopular opinion, or to say something you want them to say without outright asking them to say it. Starting small like this will help you learn how each technique works, and warm yourself up to using it. In no time, you will be able to really get comfortable with these techniques and use them in larger scale operations, getting whatever you want whenever you want simply through the use of brainwashing and mind control techniques.

Chapter 3: The Art of Never Getting Caught

You cannot truly be a master of mind control if you find yourself getting caught when you are attempting to brainwash someone! If you want to have success, you need to know how to do things without getting caught. If you get caught, you will not only completely blow your chances at success in that conversation, but you could end up spoiling your reputation. People do not tend to take lightly to this type of situation, as no one likes the idea of being under mind control or brainwashed. In order to avoid this type of disaster, you need to know how to prevent yourself from getting caught. This chapter will teach you how to truly master mind control so that you are not at risk of being exposed and having your efforts destroyed by a blown cover.

Practice Regularly

The more you practice, the stronger your mind control game is going to become. You want to make sure that you practice often, preferably in every single conversation you have. Even if you don't actually want anything significant from someone, knowing how to get them to say or do certain things you want will help you practice brushing up on your technique. It could be something as easy as getting someone to touch a certain area on their body, say something in particular, or do anything else small and seemingly unimportant. The more you learn to use these techniques to get what you want, the better.

When you practice regularly, the art of mind control becomes natural to your conversational mannerisms. You will stop having to

actually think about the practice and will begin feeling confident in your natural abilities. Essentially, all of the techniques you practice will become a habit and you will simply use them, whether you intend to or not. You will be able to enter a conversation knowing what you want to get out of it, and you will be able to get it. Simple as that! If you do not practice regularly, it will always feel forced and you will feel pressured into making certain results which can eliminate the “natural” side of your efforts. This will diminish the quality of your results.

Take Your Time Expanding Your Skill

It cannot be stressed enough how important it is for you to slow down when it comes to practicing your skill. It may seem like a good idea to embrace many of these techniques at once and create a conversation that will help you get what you want, but this can lead to you being caught, quickly. When you put this type of pressure on yourself in a conversation without having any practice, you essentially infuse the conversation with a lot of unnatural and uncomfortable feeling. This is because you are not practiced at the techniques, so you are attempting to recall them and use them on the spot, and you are doing it with too many at once. People are going to see through you, and they are going to catch you in the act.

Instead, take your time. Learn one until the point that it genuinely feels natural for you to use it in conversation. You should be able to use it without having to think too much about it. This means that it has become natural to you and you are ready to move on to learning the next one. Once you have learned all of the techniques, you can continue practicing them all in your conversations and it should feel very natural. No one should be able to catch you because you are so natural and confident in these techniques.

Start Small

Sometimes, starting with large goals is honorable. When it comes to learning how to use mind control and not getting caught in the process, it is actually inefficient and an excellent way to get caught, quickly. The best thing you can do is start small with things that are seemingly unimportant and irrelevant. This allows you to practice getting people to say yes or do what you want them to do, with very little pressure on the situation overall. Once you get regular results in getting your smaller goals met, you can start practicing getting larger goals met. This will give you the best opportunity to really get natural in your talent and feel confident when it comes to setting out larger goals and accomplishing them.

Be Choosy About Who You Brainwash

It is very important that you are choosy about who you brainwash. Remember, just as you have the opportunity to learn about mind control, so do others. Many people in this day and age are somewhat knowledgeable about the art of mind control. While they may not be masters of it, they may have general knowledge around some tactics such as deceit and manipulation. It is important that you learn to identify those who are more likely to comply with your attempts and those who are more likely to be resistant against mind control.

As you practice with smaller goals, you will begin to identify trends in those who comply versus those who don't. It will become easier for you to identify those who are going to be more resistant against your strategies and those who are more likely to listen to you and do what you want. This will make it much easier for you to pick who you are going to use the strategies on. You want to make

sure, obviously, that you are using them on the type of people who are more likely to comply. Those who aren't are more likely to catch you in the act and this could blow your cover.

Be Selective About Phrasing and Actions

It is very important that you are careful about the phrasing you use and the actions you carry when you are using mind control strategies. If you use the wrong phrasing, are too forceful or obvious in your phrasing, or have fidgety or otherwise uncontrolled physical movements, you are more likely to be caught. People will recognize that you have something “off” about you, and will be less likely to trust you or believe you. This means that you are going to ruin your attempts and even more people will be less likely to believe you, because mind control and manipulative types of reputations tend to be exposed and shared on a mass level to prevent other people from becoming manipulated. You need to be very careful in your actions and phrasing, ensuring that you are intentional and that you are behaving in a way that is not going to expose you and let others know what you are doing.

Getting caught can potentially destroy your success at mind control, as well as any relationships you have used this strategy in. When people catch wind that you are attempting to brainwash them, or that you have effectively done so, they will no longer trust you and this mistrust will spread across your network extremely quickly. People do not appreciate being subjected to brainwashing and mind control, and so they do not want to know that someone they have grown to trust is using it on them.

The absolute best strategy is to practice regularly and slowly, and be very picky about who you approach for larger requests. As you become more practiced, you may be able to approach a broader number of people, but in the meantime, you need to stick to only those who are going to be easy for you to brainwash. The more

confident and practiced you become, the easier it will be for you to successfully get anything you want out of anyone you want. One bad experience, however, can not only diminish the trust of others but it can also eliminate your own confidence which will have a negative effect on your overall abilities. Take your time, develop confidence, and build up your practice slowly.

Chapter 4: Self-Protection

In addition to knowing how to prevent yourself from getting caught, you need to know how you can prevent yourself from becoming subjected to brainwashing and mind control. After all, how can you truly be a master if someone can use your greatest weapon against you? This chapter will help ensure that you learn how to protect yourself against other people's brainwashing and mind control techniques. This will keep you in control of your own mind and ensure that you are always on top of your game.

Know the Strategies

When you know what it takes to brainwash someone, it becomes a lot easier to identify when those strategies are being used on yourself. The more you practice brainwashing others, the easier you are going to be able to identify these unique mannerisms in conversations with other people. This will be important when it comes to protecting yourself against being subjected to mind control. They always say that knowledge is the best prevention, and this is also true when it comes to brainwashing. The more you know, the better. If you are ever curious about whether or not you are being subjected to it, return to the technique chapter of this book and take a look through the most common and masterful techniques in mind control. This will help you identify whether or not someone was trying to brainwash you.

Don't Buy into Fear

Fear is one of the most popular strategies to manipulate someone into doing whatever you want them to do. It is used by a large majority of the government, media, and general society. This is one

of the most popular strategies to get people to do what you want them to do. It has been used to get people to vote for certain government officials, like or dislike certain groups of people, and otherwise behave virtually however someone wants for them to behave.

When you notice scare tactics are being used, take the time to recognize it and do research to know whether or not what is being said holds any validity. This will help you know for sure whether or not you need to agree with the person attempting to brainwash you.

Fear works on the basis that it plays on people's emotions which, as you have learned, is one of the best ways to get people to agree with you. Instead of using logic, you simply use their emotions to get them to do what you want them to do. Make sure that you are not letting others use your emotions against you.

Learn to Consciously Recognize Subliminal Messaging

Subliminal messaging is everywhere in the modern world, and it is important that you do not allow yourself to be subjected to it. Not only is it present in mass media, mass advertising campaigns, and other major messages that are being shared with the world, but it also a part of other areas, too. Even entrepreneurs, independent marketers, and other people are using subliminal messages as an opportunity to get people to do what they want them to do. This is a common strategy that is being used by the average lay person, and it is important that you don't let this strategy be used against you.

Don't Follow the Herd

The herd tends to be guided by the mass media or government, which you have already learned tends to be responsible for brainwashing people. When you follow the herd, you are likely being brainwashed. This works on the basis of having proof: there is a proof that “everyone else is doing it” which might make you feel like you should do it, too. Remember that this is an extremely popular method of mind control, and it can be very easy to be subjected to. We often don't want to be the odd one out or left on the sidelines while everyone else does something, such as buy into trends or believe a certain common belief that may not actually be true to begin with. If you take the time to do research and pay attention to the realistic truth, you will refrain from being brainwashed by anyone else.

Stay in Control of Conversations

Do not let others control conversations with you. When they do, you are more likely to be subjected to brainwashing strategies that will actually have an effect on you. You don't necessarily need to be leading the conversation, but you need to be prepared to actually control the conversation. Part of that may be allowing the other person to believe they are in control when they actually aren't. In doing so, you can actually witness the strategies they are attempting to use and see how they might succeed and where they are failing. This will give you the opportunity to identify where you can do better with your own practice. If you allow others to control conversations and you don't consciously tune into this, you may end up finding that you become subjected to brainwashing strategies by others, which will result in you potentially agreeing to something you don't actually want to agree with.

Trust Your Instinct

When all else fails, trust your instinct. If you practice listening to it, you are more likely to know when someone is trying to brainwash you or get you to think, believe or do things that are not what you actually want to do. Your instinct can almost always identify when someone has ulterior motives and is attempting to get you to do something you don't actually want to. You may get a general feeling that something is wrong, or you may be able to identify exactly where they are trying to manipulate or control you. This will help you prevent yourself from getting brainwashed. You can then either take over the conversation and get into control over the situation, or simply exit the situation altogether.

Reflection

If you find that you have been brainwashed, you should take some time to reflect on the situation. Try and identify what happened that caused for the situation to be effective, and why you were able to be brainwashed. Look for the strategies that were used by the other person and how they were able to work on you. Make sure that you identify the opportunity to use this as a learning curve so that you can prevent yourself from being brainwashed in the future. You should also try and uncover the exact strategies they used so that you can learn a lesson or two from them. After all, if they were able to brainwash you, they must be pretty good at what they do! This means that you will be able to use their techniques going forward to enhance your own abilities and have greater success with mind control going forward.

Once you become a master at mind control yourself, it will be nearly impossible for anyone to use your strategy against you. Really, the only way they can is if they are better than you at your practice. This is why you should aim to become the best. You don't only want to be able to use it to get what you want, but you want to master it to avoid getting what you don't want. The more you practice mastering mind control, the more success you are going to have with it and the less likely you are going to be controlled by anyone else.

Remember, knowledge is the best tool for prevention. If you really want to prevent yourself from becoming brainwashed by anyone else, arm yourself with knowledge of the various methods they could use to brainwash you so that you are less likely to be effected by it.

Additionally, if you find that you ever have been brainwashed, always look at it as an opportunity to learn more about the art. This will give you the chance to master your practice even more, and eventually become the most masterful mind control artist that exists. You will not be able to be brainwashed by anyone once you are fully aware of what it looks like and feels like to be under mind control. This will also step up your own practice because you will be able to enforce the techniques of others in order to have total success with your own practice.

It is important that you always work towards learning how to prevent yourself from becoming subjected to mind control. You never want your own practice to be used against you, as this will really cripple your confidence and take away from your own success with mind control. Mistakes are bound to happen, but you always want to be aiming higher. Otherwise, you will never be able to have total success in getting your way and having success with mind control because you will be continually under the control of others. This is ineffective and will destroy your success. Do not let this happen.

Chapter 5: Using Mind Control in Real Life

Learning about mind control is most effective when you get an idea of what it truly looks like in action. This will ensure that you are right in your beliefs about how each technique should look, and that you are prepared to use it in your own real-life scenarios. The following three sample scenarios will teach you exactly what mind control strategies should look like in action when you are using them. This will help you get an idea of what it should truly look like when you are masterful at using mind control on people.

Scenario One: Make a Sale

One situation where you may want to exercise your brainwashing abilities is to make a sale in your business. With the modern world being taken over by entrepreneurs, it can be easy to feel like you might be one of the few who struggles with sales. You can certainly change the face of this experience by learning how to use brainwashing to get people to purchase products from you.

Imagine the following scenario between Margaret (the buyer) and Darren (the seller). This will help you get an idea of what mind control would look like in real life in this particular situation.

Margaret: “What an interesting product. I don’t know how I would ever use it, but it’s definitely interesting!”

Darren: “Thanks! This is a state of the art potato masher. I know it may look intimidating, but it is actually in incredible piece!”

Margaret: “A potato masher? I would have never guessed; it looks so high tech! What would you ever need such a fancy piece for? I’ve had the same one for years and it works just fine.”

Darren: “Funny you should ask! What was your name again, friend?”

Margaret: “Margaret!”

Darren: “Well, Margaret, that is a beautiful name! This state of the art potato masher, is an incredible piece that enables you to mash your potatoes into a creamy blend. You can also use it to rice your potatoes, which is a neat ability that I bet your potato masher can’t do!”

Margaret: “No, it certainly can’t!”

Darren: “One thing I love about this phenomenal potato masher is that it allows me to achieve a creamy texture that my old one couldn’t. Plus, I don’t have to put in any extra energy! In fact, it’s easier! I get to enjoy extra potatoes *and* my arm doesn’t hurt from mashing the entire pot!”

Margaret: “Oh! Yes, I certainly know what it is like to get the sore arm. You know, I find that to be troublesome and I actually don’t make potatoes often because of it. But still, it seems so much fancier! I don’t even know how you would use it!”

Darren: “Here, Margaret, let me show you! See how it mashes this potato down so easily? My Mom loves this device because it makes the process so much easier. She says when we’re having family dinner she can still make my Dad’s favorite rosemary and garlic mashed potatoes without having her arthritis act up in her wrist!”

Margaret: “Is that so? Wow!”

Darren: “Why don’t you give it a try?”

Margaret: “Sure!”

Darren: “What do you think, Margaret?”

Margaret: “Well, it is certainly incredible! I could see myself using this. What would a piece like this cost me?”

Darren: “Margaret, it is your lucky day! This potato masher regularly costs \$59.95, but today they went on sale for just \$39.99!”

Margaret: “Oh my! \$40 for a potato masher? That is a lot of money!”

Darren: “Well, Margaret, the thing about this incredible potato masher is that you are not only getting the masher, but the ricer. Also, it comes with this extremely soft grip handle to ensure that it is easy for absolutely anyone to use! That means that when you replace your old one with it, you will be certain to keep this one for many years, too! Plus, it has a lifetime warranty!”

Margaret: “I’ll take one!”

In the above scenario, Darren learned Margaret’s name and used charm to help her feel comfortable with him. He also ensured that he regularly talked about how incredible the potato masher was. When Margaret rose concerns that the potato masher was expensive, he used proof to explain why it was such an awesome piece, and repeated the value she was getting in a few unique ways before allowing her to make the decision. You can also see where deceit was used, as Darren did not discuss the price until after Margaret had already used the product and admitted that she liked it.

These techniques were worked naturally into the conversation, and enabled Darren to lead the conversation. Margaret showed up at the supermarket that day with no intention of leaving with a new potato masher, and Darren began his conversation with Margaret with no

intention of letting her leave without one. He did not push it onto her or at any time make her feel as though she was being pressured into the sale. Instead, he used repetition, proof, and feelings to help her see why she needed the potato masher so badly. This allowed him to make the sale in a way that did not in any way suggest that he was brainwashing Margaret into believing that she truly needed the potato masher.

Scenario Two: Going on a Date

Getting someone to go on a date with you can sometimes be difficult. Many times, we may pull back or even avoid asking anyone out because we fear rejection. Luckily, mind control techniques can be used to not only help you build your confidence, but also land you the date you want to go on.

The following scenario is one between Jason (the asker) and Louise (the one who wanted to be asked.) See if you can identify the areas where mind control is used before we even begin discussing that portion at the end of the conversation.

Jason: “Hey, Louise! Long time no see. How is my old pal doing?”

Louise: “Hey, Jason, I’m good thanks. Just went out an incredible date last night with this guy from work. We probably won’t do it again, but I had a lot of fun anyway!”

Jason: “That sounds great! What did you guys do?”

Louise: “Well, he took me to laser tag, which seems very juvenile! I was hoping he would take me to dinner and show me his mature side, but he never did. Guys can be like that, you know?”

Jason: “I guess!”

Louise: “Well what did you do the last time you took a girl on a date, Jason?”

Jason: “We went out to eat at a local lobster restaurant! The drinks there were killer, have you ever been?”

Louise: “I haven’t! It sounds amazing. Maybe one day someone will treat me to a date like that!”

Jason: “Maybe!”

Louise: “Speaking of lobster, it has been so long since I’ve had any. I wonder who would want to go with me!”

Jason: “Why don’t you and I go together? I’ll treat you to the date you are looking for!”

Louise: “Oh! Sure!”

In this short conversation, Louise brings up the fact that she wants to go on a date, but is disappointed that men are always immature when she agrees to go on them. She has fun, but doesn’t see the relationship going anywhere because she wants someone who is mature. Jason admits that he takes his dates on mature dates to places such as the local lobster restaurant. Louise wants to go on a date with Jason, and experience what it would be like to date someone who is mature and can hold a conversation with someone through dinner. She continues to talk about dates and bring up the fact that she would love to go on one. When Jason talks about lobster, Louise paraphrases his conversation by speaking about lobster and how much she would enjoy a date like that. Jason then asks Louise out for a date. Louise planted the idea of going on a date together all along, but allowed Jason to feel as though he was the one responsible for coming up with the idea. She used deceit to make it seem as though she was planning on asking someone else to go, when in reality she was wanting Jason to ask her.

Scenario Three: Getting a Promotion

Getting a promotion may seem difficult, but when you are a master at brainwashing it can be extremely easy. In the following scenario,

you will learn about how Linda (the employee) brainwashes George (the boss) into giving her a promotion at her job.

George: “Linda, do you know why I have called you into my office today?”

Linda: “It is my two-year review, right?”

George: “That’s right Linda! I want to talk about how you are doing in your job recently. Would you like to share your thoughts with me?”

Linda: “Well, George, I really think I have been doing well! Recently Susanne got laid off, so I have had to pick up a lot of the slack with her being gone. I have been handling it well though! Terri, our supervisor, seems to be unaware of how much of a struggle this can be, though. I often find everyone coming to me for help because he simply doesn’t understand what needs to be done!”

George: “It sounds like you have been taking on a lot of extra responsibility lately. I have seen you taking part in a lot more activities at work lately, too, which I like.”

Linda: “Yes! Well, you know I’m coming after your job, George! One day I’m going to run this show”

George: “Ha-ha, I won’t be leaving any time soon!”

Linda: “Well, good! I still have more to learn from you. I do wish I could have more responsibility, though. With everyone coming to me for help, I feel as though I could assist them more if I had more authority on the floor. If a position like Terri’s ever opened up, I would really like to be considered for it, please!”

George: “Well, Linda, I will keep that in mind! In the meantime, let’s discuss your sales. How have your numbers been?”

Linda: “Oh they have been incredible! I have been really feeling confident in my ability to help customers find what they are

looking for and get the products that serve their needs. This truly is such an amazing job. I look forward to coming to work every day, and am grateful to have found a company where I can stay for a long time! I also appreciate the opportunity to grow into more advanced positions over time!”

George: “That sounds amazing, Linda! I’m happy you are feeling so confident in your position. Look, I don’t have any supervisor roles available right now, but I do have a sales lead position. What do you say we put you in that position and start training you to take over the next supervisor role that becomes available? It will come with the added responsibility you desire, and a raise to compensate you for the extra work you will be doing around here!”

Linda: “Wow, thank you so much George! I really appreciate it!”

You can see how easily Linda led this conversation the entire time. She always answered George’s questions, but was able to turn the answers around to repeat that she wanted to be promoted to a higher position within the company. She started by saying that she wanted to go for George’s position as a manager, but then scaled back to say that she only wanted to be put in the supervisor position. This ensured George didn’t feel threatened by her intentions, and also proved that she wanted more within’ the business. She also used his name regularly, as we know this is a powerful method of somewhat seducing someone into feeling trustworthy and comfortable around you. Linda also used proof to show that she was already doing incredible in her position and that she was shouldering many responsibilities above her current level. This proved that she was capable of meeting the needs of the company. As a result, George wanted to compensate her for her hard work and ensure that she wanted to remain faithful to the

company, as she expressed that she already was. This is how you can easily use mind control to get a promotion at work!

The above situations are excellent real-life scenarios that help show you exactly how natural and effortless mind control strategies are once you have practiced them. In each conversation, the brainwasher was entirely in control and knew exactly what to say in order to get the other person to do what they wanted them to do. Everything was natural and comfortable, and nothing was forced.

The biggest strategy of repetition was used throughout every conversation and you can see how it contributed to helping the listener foster the opinion of the person leading the conversation. This is a powerful tool, and should never be overlooked. This is essentially the way that you can change someone's mind, without ever having to convince them to believe something new.

When you master the art of mind control, you will find that these scenarios are exactly what your own natural abilities will begin to represent. You will be able to have very natural conversations that flow smoothly, and yet still get you the exact results you desire. Everything else will come easily because you have mastered the art of brainwashing. Remember, it takes time but it can be this easy for you, too!

Conclusion

Thank you for reading *Mind Control: Forbidden Manipulation and Deception Techniques to Persuade and Brainwash Anyone*.

This guidebook was written as an effort to teach you all about mind control and how you can master this technique in your life. When you employ the skills of manipulation, deception, persuasion and subliminal messages, you put yourself in a position where you can completely control your life and have any outcome you desire. You no longer have to use convincing, begging, pleading, nagging, or other forceful methods to try, and probably fail, at getting your way. Instead, you can get literally anything you want using these techniques. Whether you want money, a sale, a date, someone to leave you alone, or any other number of things, you can get them using these techniques.

I hope you were able to learn about the power of mind control and how you can use it to lead the life you desire. While you could simply wait and gamble on luck and faith, you could also take matters into your own hands and design your dream life. Brainwashing people is the easiest way to get what you want, when you want it. I hope this book was able to teach you about the techniques of manipulation, deception, persuasion, subliminal messages, and other mind control strategies to help you design your own life.

I hope you were also able to learn about how you can prevent yourself from getting caught, and from being brainwashed by someone else. Remember, a lot of the prevention comes from being educated and taking your time. Make sure that you are well practiced before you unleash your skills on just anybody, and

always start small to ensure that you are confident and skilled enough to get the outcomes you desire without being caught.

The next step is to begin practicing all of the tools you have been provided with, and using them as an opportunity to change your life. Beginning right now in this very moment, you no longer have to rely on others to help you get the life you desire. Instead, you can create it on your own using mind control to get there. Anything you want is at your beck and call. Simply make sure that you have practiced so that you can truly get what you want without straying away from brainwashing and ultimately forcing people into giving you what you want. This is an easy way to get caught and diminish your success at getting what you want.

Lastly, if you enjoyed this book I ask that you please take the time to leave your honest feedback on Amazon Kindle. Your review would be greatly appreciated.

Thank you, and best of luck!

Hypnosis

21 Proven Techniques To Easily Hypnotize, Influence And Control Anyone

Leonard Moore

Hypnosis: 21 Proven Techniques To Easily Hypnotize, Influence And Control Anyone

This book discusses the different techniques of hypnosis. It targets people who do not have any basic knowledge of hypnosis or are trying to hypnotize a person for the first time. It contains simple to advance technique for hypnotizing people.

For beginners, make this book a reference for your future studies. The first and second chapter discusses partially the concepts and facts that you should know. These chapters may be an additional lesson for beginners and reminders for professional hypnotists and hypnotherapists.

You may read the book in a chronological order or only those chapters you think will help you with your hypnosis. The chapters are independent of each other. However, in some chapters, cross-referencing is present, where you need to read another chapter to make clarifications or for additional resources.

Whatever your goals are in hypnosis, this book will certainly help you become a hypnotist who can hypnotize anyone.

Thank you and I hope you enjoy it!

Chapter 1: Facts on Hypnosis

Hypnosis is susceptibility of the mind to suggestions. Despite this state, a person under hypnosis subconsciously knows what is being done except that he/she allows these things to happen.

A common application of hypnosis is hypnotherapy, which aims at improving a well-being. You cannot inflict damage to a person in a hypnotized state. Even in such a state, a person can react to danger. The mind has defense mechanisms that are hard to understand.

The practice of hypnosis has been around for so many centuries. Lately, scientists devote time to study and explain how and why it is possible. Many theories arise regarding the different practices of hypnosis. Here are the truths about hypnosis.

Hypnosis is a natural, inherent trait.

It happens to everyone, in some form or another. You may not recognize it or may even deny that you witness at least once or maybe more. Every person may drift in and out of the hypnosis state.

For example, you are reading a novel. You are so engrossed with the story you do not “hear” your significant other asking you a question. Your conscious mind may not register the question but you know you are being asked. In some way, it resembles hypnosis. Others do not call it that way.

Since it is a natural trait, a hypnotized person is not at risk of getting stuck in one state or another. They naturally drift to wake state or deep sleep. Thus, hypnosis is not dangerous. The experience is like listening to a boring speech and zoning out until the speaker finishes. Some may feel disoriented but such feelings do not last.

Hypnosis is not a sleep state.

Although the word hypnosis comes from the Greek word, Hypnos, which means sleep, it does not constitute the normal sleep state. Hypnosis state seems like you are asleep but your mind is aware, awake and responsive. You hear everything. Your senses heighten.

Hypnosis does not make a person weak-willed.

A hypnotized person is susceptible to suggestions, but it does not mean they are weak-willed. They remain in control. In fact, they can stop hypnosis anytime they want. If hypnosis makes a person weak-willed, hypnotists could abuse such power over a hypnotized person. A lot of hypnotists could command a person to do everything they say. Fortunately, a hypnotized person remains in control despite his/her highly susceptibility to suggestions.

Relaxation is not a prerequisite to hypnosis.

You can hypnotize a person anywhere, anytime, provided that person is willing. You may even do it during a strenuous activity. Hypnosis can bring relaxation but relaxation is not a prerequisite.

Hypnosis does not cause permanent amnesia.

A hypnotist can command a person to forget, for the time being, what has transpired. This allows the mind to process the events subconsciously. In the long run, a previously hypnotized person can remember of the hypnosis in great detail.

Hypnosis is different from a trance state.

Many hypnotists have difficulty identifying the difference between hypnotic and trance state. Most of the times, these two words are used interchangeably. The only similarities between the two are the heightened senses and highly efficient mind.

Hypnosis deals with heightened susceptibility of the mind, most likely the subconscious part. Trance state targets both the conscious and subconscious.

Final Words

Hypnosis can happen to everyone. As mentioned, hypnosis is innate to all. Everyone experiences it very often. Only small percentage of the population is not hypnotizable. Being hypnotizable is not dependent on personality traits.

Chapter 2: Concepts of Hypnosis

Before learning the different techniques of hypnosis, you must understand the different concepts, how the mind works and how people communicate and behave. This is imperative to make hypnosis effective and efficient.

The human mind is a complex mechanism. Learning these concepts enables you to hypnotize anyone, anytime. Understanding these hypnosis concepts helps you recognize which technique to use.

Power of Suggestion

Sometimes, people act based on someone else's suggestions. This power of suggestion is what advertisers use to convince consumers to buy a product. Hypnotists also use this power of suggestion to induce hypnosis.

The most common example of the power of suggestion is the placebo effect. This is a suggestion during the waking state. Doctors, nurses, pharmacists apply this power of suggestion to patients. The doctors would sometimes give an ordinary pill to patients. Believing that this pill cures their diseases, the patients feel better. Why? The doctors suggested that the particular pill can heal them.

Combined with the power of language, the power of suggestion creates expectations. It creates a powerful way of making the hypnotized person's move towards his or her dominant thoughts.

Power of Imagination

The human mind is capable of unlimited imagination. Together with the power of suggestion, you can create endless possibilities with your hypnosis.

Visualization scripts include the power of imagination. This power helps people achieve something or anything close to their physical limitations or beyond their normal capabilities.

Conscious vs. the Subconscious

In psychology, the mind can function on conscious and subconscious levels. The conscious part is what you can control. The conscious mind makes decisions, thinks logically, and performs cognitive functions. It is the origin of willpower and the recorder of short term memory. It dwells in the past, present and the future.

On the other hand, the subconscious mind controls body functions and automatic reactions and reflexes. It does not think in executing an action. Like a computer program, once hitting the run button, the subconscious automatically executes whatever actions a particular body part or organ has to do. Examples are breathing and blinking.

The subconscious mind is the seat of habit and long-term memory. It does not change so easily. Embedded memories, actions, and reactions in the subconscious take time (or years) for newer ones to replace them. The subconscious controls self-preservation mechanisms. This is the reason hypnotists cannot make a person to do something bad while hypnotized.

The mind generalizes and filters events, actions, objects or anything seen, felt, heard, tasted, and experienced. Generalization is the ability of the mind to think in blocks or concepts. It makes thinking quicker especially in times of danger. Filtering is the ability to block sensory inputs and delete negative mental images.

Language Patterns

Hypnotists use language patterns to hypnotize other people. These patterns include dissociation, supposition, double binds, metaphors, embedded commands, exploration, and anticipation.

Use of Metaphors

Metaphorical language pattern is an excellent way to make other people trust you. They can relate to what you are saying without the feeling of intrusion to their personal lives. With metaphors, you can speak about the lives of your targets and still be confident that you can hypnotize them.

Double Binds

This language pattern offers choices, usually two, to your subjects or targets. Whatever the answer is, the outcome is the same. Most of the time double binds language pattern is only answerable with a yes or no.

Embedded Commands

In this language pattern, you are commanding other people do what you want them to do. It is usually used in an authoritarian method of inducing hypnosis. However, scrutinizing closely induction scripts, all induction techniques, except non-verbal method, use embedded commands to deliver suggestions and ask permissions.

Dissociation

This pattern uses an out of the body experience. Many people fall into a dissociation state when they experience stress and traumatic events. This dissociation seems to be a natural response of most people. Dissociation happens naturally during hypnosis. You can utilize this natural occurrence to hypnotize other people.

The Laws of the Mind

Thoughts affect the body. If the mind thinks you are strong, the body seems to follow. This is the reason constant emotional stress weakens the body. You can use this law to induce hypnosis. If your targets think that hypnosis is possible, they are more susceptible than those people who are skeptical.

Concentrated attention

The more you think of something, the more it becomes a reality. For an instance, constant, repeated imagination of wanting to become more sociable or efficient in work will make your conscious mind believe it. As a result, you find ways to achieve it.

However, for people who have difficulty separating between reality and imagination, concentrated attention has a negative effect. These people sometimes live in a world of protected cocoon.

In hypnosis, you can use this law of the mind to hypnotize anyone and strengthen your suggestions to your subjects. Concentrated attention makes your targets believe in anything you suggest them to do.

Dominant effect

People create habit over time. They hold on to this habit to rationalize behavior and thoughts. Once an idea is embedded in the mind, it takes time for this to be replaced a new one. For new ideas to replace old ones, people need strong emotional connection or consequences.

Association

The opposite of dissociation, people sometimes feel when they can relate such emotions with something. For example, classical music relaxes the mind while metal rock music evokes harsh and negative vibes.

Reverse Effect

This law proposes that the conscious mind cannot force the subconscious to follow. The greater is the effort of the conscious mind to understand or remember something the harder it is for the subconscious to respond.

Negation

The mind does not know how to compute negation. When you say do not think of this or that, the first thing the mind does is to think of this or that. For example, do not imagine that this elephant is colored in violet. The mind interprets it as “see the elephant, it is violet.”

Compounding

This law utilizes the compounding effect of repeated suggestions. Every time you make same suggestions over and over again to the same person with only slight variations, you are creating a pattern. On the succeeding hypnosis, induction is easier than the first to third sessions.

Core Beliefs

Core beliefs are created early in life. These beliefs determine who you are and what you are in life. However, every core belief does not define all aspects of your life. One core belief may define how you deal with your social life but not how you manage your work environment.

These core beliefs are consistent with the rest of your life but can be altered through hypnosis, will power and by other life changing events. These beliefs play a big role in retaining long term problems in your life.

Understanding these personal core beliefs will help you in knowing exactly how to hypnotize anyone.

Chapter 3: Phases of Hypnosis

Hypnosis involves preparation, planning, and implementation. Even in covert or stage hypnosis, you need these to execute a flawless act. Each act of hypnosis involves stages.

Phase One: Pre-talk/Pre-Hypnosis

This phase involves talking to other people about the things you are going to do to hypnotize them. Tell them what to expect and that hypnosis is safe. Elaborate to your targets that even if the session is interrupted, nothing will happen to them. They will just fall into deep natural sleep or wake up like nothing happened. They may feel a bit disoriented but the disorientation will fade in a few minutes or so. During this phase, expect high resistance from people you are planning to hypnotize.

Pre-talk is necessary for hypnosis. Even stage hypnotists talk to their audience for a few minutes before they actually hypnotize the person. Stage or covert hypnotists ask permission before they actually induce hypnosis. In most cases of a street or covert hypnosis, long pre-talk is not necessary. All you need to ask is if the target believes in hypnosis and if he/she is willing to try. In other instances, you won't need a pre-talk.

While you are talking to your target, make observations. A successful hypnosis depends on how keen you are to other people's behavior. Know when they avert their eyes while you ask them about hypnosis.

Phase Two: Hypnosis

This phase involves the formal application of the induction technique that works on people. If the technique does not work, the person may have a higher resistance than you have expected.

Revise your hypnosis program accordingly based on your new observations. Alternatively, you will need to practice more. When hypnosis is successful, include deepening tests to ascertain the depth of the hypnosis state of your subjects.

The following techniques discussed in the next chapters will help you achieve a successful hypnosis session.

Phase Three: Post Hypnosis

Professional hypnotists and hypnotherapists use post-hypnotic suggestions and talks to fortify their suggestions and programming session. In your case, you can use post-hypnotic suggestion to tell to your target to forget what you did.

Usually, hypnotists use post hypnosis to help other people make changes in their lives. Use this opportunity to help other people, to dispel any mistrust that people have in hypnosis. If you have asked your target on the pre-talk about hypnotizing him/her, reassure the person that the hypnosis went well and that you achieve the expected results. If you did not ask whether your targets believe in hypnosis or not, thank him/her for his/her valuable time.

Use the principle of post-hypnotic talk to evaluate your hypnosis sessions with people. Write your observations and the techniques that work and that do not work`. Evaluate the personalities of the people who are susceptible to hypnosis and those who are not.

You can use this information to improve your hypnosis.

How do you know if you can easily hypnotize anyone?

Hypnotizing a person you know through daily interactions is easier since you already have an idea about how he/she behaves with stress or with suggestions. You already have an initial assessment of how resistant he/she could be with hypnosis.

From time to time, perhaps you have tried asking these people their views on hypnosis. Some might have told that hypnosis is just a work of too much watching movie. Others might have answered that they do not believe in it or that they are not hypnotizable.

With strangers you have never met, thinking of the proper technique is daunting. You might not even contemplate of trying hypnosis with people you do not know but trying hypnosis with strangers is the most fulfilling.

Before hypnotizing strangers in the street, practice with the people you know well to people you are merely acquainted with. As you gradually go out of your comfort zone, you realize that hypnotizing anyone is as easy as learning your ABCs and numbers.

Remember, the more you practice, the more likely you succeed in hypnotizing even the most resilient person.

Chapter 4: Progressive Relaxation

With appropriate and effective visualization script, you can induce a person to relax and into a state of hypnosis. It is the easiest among all techniques. The keys of a successful progressive relaxation are confidence and using your normal voice.

Usually, this technique targets people to relax tensed muscles from head to foot. Relax their body and their mind will follow. When people relax, they tend to become susceptible to suggests. If you are using a visualization script, make sure to memorize it or at least understand how it is done.

The best time to use this technique is when you have plenty of time to deliver a visualization script such as a tiring day after work or a leisure moment with your target. Use this technique on your spouse, partner, parents, or friends, especially if these people know you are trying to improve or venture into hypnosis and are supportive of your new endeavor. Even if they do not know about your new hobby, these people are the best ones to try progressive relaxation.

How to Perform This?

First, tell your subject to remove everything tight such as a belt, necktie, or heavy objects such as pennies in his/her pockets or wrist watch. Ask the person how it feels to be unburdened with such simple “freeing” actions.

Second, suggest to your target to close his/her eyes or let the person focus his/her eyes on something that is relaxing. If the person decides to close his/her eyes, start visualization or imagery of a relaxing scene.

Reassure him/her what you are doing is not dangerous. It was simply listening to a radio or a broadcaster talk about news, not shocking but mundane things that happen within the city.

In addition to this, simultaneously suggest a breathing induction. Perform this step until you notice the person's breathing pattern changes. Your target's breathing pattern should be similar to a sleep breathing, deep and steady, but make sure that he/she is still awake.

Pointers to remember:

Progressive relaxation may take up to 30 minutes to execute, from the time you start your hypnosis to the time you wake your target from such state.

Relaxation script should be delivered slowly and patiently. Your voice should be soft and melodic, not necessarily monotonous. You need to build trust and rapport. Give time to your target to think and act on your suggestions. Timing is the secret to this technique.

A relaxation technique is never used in stage hypnosis since it takes time. The most common application of this technique is hypnotherapy that heals and helps people with their troubles. However, you can practice hypnotizing people with this method, particularly to people you know. When you are successful in hypnotizing people you know, use this to hypnotize strangers.

Chapter 5: Permissive Induction

Permissive induction technique should be spoken in a soft and motherly tone. It uses persuasive language but with the constant use of please or words that indicate asking for permission. It is excellent for targets who are struggling with authority and control issues. The important ingredients of this technique are rapport building and utilization.

Rapport building occurs when you mirror the nonverbal behaviors and movements of people you want to hypnotize. Utilization is using what your target has revealed about him or her and what is happening while you are hypnotizing your target. For example, you heard a sudden horn blaring in the street. You may use it to induce deeper hypnotic state.

How to do this?

Phrases like “anytime you are ready, you will sleep” are examples of permissive language. This technique is always a companion to relaxation or visualization method. A few minutes of relaxation script and proceed with permissive induction.

What to say to your targets? Begin by telling them...

Now with your eyes closed and your body relaxed, you feel more aware of your inner self, of how your mind works, of the things that had gone unnoticed.

When you notice these things such as emotions, thoughts, impressions, remember to breathe deeply throughout this exercise. In a few seconds, you are about to enter a magical, wonderful world. Kindly leave all your doubts. When you are ready, you may proceed and open that gate.

Phase Three: Post Hypnosis

To end hypnosis in permissive induction, simply tell the hypnotized person that he/she can awake anytime he/she is ready.

Chapter 6: Fatigue Induction Technique

The most common technique in fatigue induction is eye fixation. Pioneered by James Braid, eye fixation is the oldest induction technique. It works with most people but not with people who do not believe or who have doubts about the benefits of hypnosis. This technique is mostly thought in beginner's hypnosis class but it is one of the hardest to get.

Phase One: Pre-Talk/Pre-hypnosis

Begin with a reassurance to your subject. What you are doing is part of his/her daily activities and nothing extraordinary is happening.

Phase Two: Hypnosis

You make your target stare at an object for a long time or gaze at your eyes. Command him/her not to blink. Once he/she blinks, he/she is going to close his/her eyes. If you notice your target rapidly blinks his/her eyes, you can suggest closing his/her eyes to relax and ease tiredness.

You may even ask your subject to fix his/her gaze on objects he/she chooses. It could be through the window, a picture in the room or an imaginary object. Staring at a light source also produces rapid ocular fatigue.

Aside from eye fixation, you can perform ocular fatigue with eyes closed. Tell your target to look up without opening his/her eyes. With eyelids closed, it is hard to look up. This technique produces fatigue.

What to say to the target person for hypnosis? Begin by telling...

I would like you to concentrate on the space between my fingers. Stare at that space. You do not need to use any effort or muscle. Just focus on that space and listen to my voice. Soon you will find how easy it is to relax and let go. As you continue to concentrate on that spot, you begin relaxing more and more.

Your eyes have the urge to blink. Your eyelids are getting droopy, sleepy, and heavy. You try so hard to keep them open, just like trying to keep awake watching a late night series. Your eyes are closing, closing, getting heavier by the minute, closing, and deep sleep!

Pointers to Remember

Blurring and watering of the eyes cause discomfort to most people. These sensations on the eyes make them lose focus. Thus, it is important to make eye fixation without blinking shortly.

Every person has different concentration level. Take note of how short or how long a person's focus in one object before his/her eyes gets tired and loses focus.

Eye fixation technique is more effective if combined with other induction techniques such as progressive relaxation or rapid induction.

Talk in fragmented sentences and at a slower pace. Deliver every sentence on the exhales of the person you are hypnotizing. Timing is essential. Watch the person's reaction. Slow down or hasten the dialogue when necessary.

Chapter 7: Misdirection

Misdirection is a popular technique that magicians use to create illusions and pull off magic tricks. This technique is appropriate for people who have reservations about hypnosis. Your goal is to take off the attention of your target from the act of hypnosis. Your goal is to induce hypnosis without your target knowing when you did it.

You should become a “talker” to pull off misdirection. Bombard your targets with fast, sensible conversations while implanting subconscious suggestions. If you want your target to do your commands, you must be ready to confuse your target. Use double binds, metaphorical and permissive languages. Be ready to use national news, general information or anything that might interest your target.

How to do this?

Carefully plan your hypnosis script. For misdirection to pull off, you will need time to reinforce your power of suggestion but not too long to bore the target.

For example, you are trying to talk to your target and are in the process of hypnotizing him/her. Suddenly, he/she asks whether you are trying to hypnotize him/her. Your answer should be witty. Tell him/her why would you do that? “Do you think it’s kind of inappropriate given the circumstances?” Insert a question or a statement regarding the latest news you have heard and ask his/her opinion.

Lead the person’s attention away from your intention. When he/she talks about his/her opinion, suggest about how boring it is to watch something like that and that it makes your eyes droopy and sleepy. Some people may naturally pick up on your comment on “eyes

being droopy and sleepy” while others may accept it, subconsciously.

Combine this technique with rapid induction or authoritarian technique when you think the target's attention is not on the hypnosis.

Phase three: Post-hypnotic

Some people may not believe that you succeeded in hypnotizing them or that you even performed hypnosis. You do not need to explain to them how and when did you do it. Simply tell your target that you are done with the activity.

Important Reminders

Not all people appreciate being misdirected. Some people feel a little “cheated”. To dispel this feeling, thank them for spending time with you and that his/her participation was appreciated. He/she is a big help to your little experiment.

Alternatively, you can tell them that you have performed a hypnosis induction and that you have succeeded in hypnotizing them. Some may react negatively but assure them that the hypnosis went well. You can reveal your intention if the person is open-minded and does not mind.

Misdirection technique is somehow a trial-and-error method. You continue to converse with the target until you find a loophole where you can inject suggestions in his/her subconscious mind and induce hypnosis successfully.

Chapter 8: Confusion

Confusion is similar to the misdirection method. Unlike the previous techniques, this is a bit harder to pull off. Confusion produces distraction. Distraction may not be effective for most targets of hypnosis. In order to execute a physical misdirection as hypnosis induction, combine it with eye fixation and rapid induction.

How to Do this?

Ways to confuse your subject for hypnosis are the use of double negatives and physical stimuli such as blinking light. Alternatively, use sensory overload. In this particular chapter, a blinking light is demonstrated.

Phase Two: Hypnosis

Ask your target to look at a blinking light. When you count one, tell them to close his/her eyes. At the count of two, tell your target to open his/her eyes and so on and so forth. Then tell your target that his/her eyes are getting heavier by the minute and that he/she is going to close his/her eyes.

Count one, two in a rhythmic pace. Then change the rhythm into one, two, two or one, one, two and so on. Stop counting once the person stops opening his/her eyes. Tell your subject to remain closing his/her eyes and that he/she is falling into a deep sleep but still aware of your voice.

While you are administering the hypnosis induction, you are gradually injecting your suggestions to the target. While the person is busy sorting out what you have said, you have bypassed the critical factor, the resistance of the person to hypnosis and to accept suggestions.

The conscious mind is busy deciphering your metaphors, but the subconscious is open and is ready.

Chapter 9: Direct Suggestion Method

Direct suggestion technique is effective on extrovert people, who love being in a group and be the center of attention. These people do not mind physical touch from other people or strangers. If you are practicing your hypnosis skills in a large group, with people you barely know, choose direct suggestion to people who voluntarily want to be your subject.

Phase one: Pre-hypnosis

If no one volunteers, you can ask a series of questions to determine whether your chosen target is susceptible to direct suggestion. First, ask the name of your target. Use the name of your target during the hypnosis phase, repeatedly. This will establish rapport and trust. Using the target's name often will make him/her feel a connection with you.

Second, you can ask one to three of these questions to make your decision. When the person loves to answer your questions, you can ask all the nine questions. Extrovert people would love the attention.

Question #1: Do you like to visualize things in your mind or reflect them before you act? If the answer is no, most likely, this person will react to your direct suggestion technique. If yes, then the visualization technique or indirect suggestion is a better option.

Question #2: Have you ever walked in your sleep? If the answer is yes, the person is susceptible to direct suggestions. If not, then use indirect suggestion.

Question #3: Do you ever feel the need to impress other people or do you think the opinion of strangers on your appearance is important? If your target replies with a no, use direct suggestion. If

the target answers a yes, use indirect suggestions or other techniques.

Question #4: Do you like a public display of affection? If the person answers a no, use other technique. If the answer is yes, use direct suggestion.

Question #5: Do you love to be the center of attention? A yes may mean the person is susceptible to direct suggestion. A no may mean direct technique will not work.

Question #6: Do you learn better by experience or through reading? If yes, use direct suggestion. If no, other suggestions such as indirect or visualization technique are more appropriate.

Question #7: Do you feel comfortable in front of a large group? If yes, a direct suggestion is the best option. If no, then other techniques will be effective.

Question #8: Do you like talking to children or be around with them? If your target answers a yes, use direct suggestion.

Question #9: Have you ever experienced waking in the middle of the night and felt that you can't move even if you are awake? If no, a direct suggestion is applicable.

Phase Two: Hypnosis

In a direct suggestion method, you use present tenses and commanding words. For example, induce hypnosis by saying, "you feel sleepy and you close your eyes. Relax and feel your breath getting deeper and deeper. You fall in a deep hypnosis with the snap of my fingers."

Since extrovert people do not mind frank and direct words, use this to your advantage and hypnotize them easily. Use their names often as this will establish rapport. Even if these people love to be the

center of attention, they may not trust people that easily. There still remains the feeling of doubt.

What to say to your target? Begin by telling him/her...

“Now, (the name of your target), you feel your arms are glued to your side. No matter what you do you cannot move them or lift them. You are closing your eyes. Your eyes are sleepy and getting heavier as well. Your arms are harder to move by the minute. You cannot move your arms. They are glued to your side. They are heavy as if someone puts superglue to them. Even if you try moving them, they are rigid and stuck to your side.”

As you can see, the direct suggestions are repeated throughout the script. This is to enforce your influence to the person. Since the person is susceptible to direct suggestions, you overload his/her mind with direct messages. Once your target realizes, he/she cannot move his/her arms, he/she enters into a hypnotic state.

You can perform deepening technique. To perform this part, tell your target to enter a door. In the other side, he/she sees a staircase and descends it. With every step, he/she falls deeper into hypnosis. His/her breathing becomes more relaxed. Deepening technique ensures your target remains hypnotized throughout the session.

You can use other deepening techniques such as telling your subject to lift his/her arms now or move his or her leg. You can awake your target anytime. Simply ask him/her to wake up when you reach counting 5 or when you snap your fingers.

Important Reminders

Do not forget to thank him/her for her time when you wake him/her up. If he/she asks what you did, be honest about it. Tell the person that you performed hypnosis and you didn't do anything incriminating while he/she is in hypnosis. If you perform the act in

front of an audience, you can ask the help of the people around you to assure the person you have hypnotized.

Chapter 10: Storytelling technique

Public speakers use this technique to capture the interest of their audience. Why? Stories of experiences, whether made up or true, involve emotions. People can relate to these emotions. You can use the principles in storytelling to capture the attention of your targets. At the same time, you can build suspense with your stories.

How to do this? The key to using stories to induce hypnosis is to plan ahead. Start an objective and use that to weave a story. You will need to practice telling your stories. Rehearse what you are going to say in front of your target people. You must know what is next.

Improvisation is not an element of this technique. You won't achieve your goal of hypnotizing people when you improvise the events in your stories. Some people may realize and may feel that something is wrong with your stories. Improvisation may make your story inconsistent.

Important Reminders

There is no standard way of telling a story. Whether your story is sad, hilarious or has a happy ending, build suspense and inject suggestions that target the subconscious mind. With the use of other induction techniques, you can hypnotize anyone.

The important thing is to capture the interest of your targets, to make them feel what you feel and to make them agree with you. To gain their sympathy is your ultimate goal. With this sympathy, you will succeed in inducing hypnosis since your target's mind is open to you. Their subconscious mind is exposed to you.

In this technique, your voice must be enthusiastic. The tone of your voice must match your story. If your story is hilarious, laugh and

make them laugh. If your story is sad, your voice must make them feel sympathetic. Thus, practice your story before telling it in front of other people. Know when to shout, whisper or become monotonous.

Chapter 11: Visualization Technique

This hypnosis technique uses the power of imagination to induce hypnosis. Combine it with effective metaphorical language pattern and progressive relaxation for a successful hypnosis. In visualization technique, you can use either association or dissociation, direct or inferential language pattern, depending on the personality traits of your target.

People such as introverts are more susceptible to this technique and find it easier to visualize if they associate themselves to the scenarios you are describing. Others are more comfortable with out-of-body experiences, where they are more of an audience and yet they still can relate to the visualizations. You can also perform visualization technique with misdirection.

Using the questions in the previous chapter on storytelling, you can identify whether you can use this technique to your target. Another way to determine the personality of a person is through the words or on how he/she communicates with you. With proper identification, you can plan on how you can use visualization technique.

Introverts and extroverts may have same opinions or beliefs but they express these beliefs in different ways. Introverts usually use the words or phrases such as “I feel”, “I imagine”, “personally”, or “I think.” They use inferential words to express their thoughts.

On the other hand, extroverts use outgoing words or words that denote excitement and social interactions. They emphasize on the use of “you”, or “we”. These people speak other people than themselves.

This principle may not intensively help you identify different personalities but will certainly aid you in making an educated guess

about a person. With constant practice, you can make a correct deduction about a person. More importantly, interact and socialize with different people to hone your skill in deducing various personality traits.

How to do this?

Visualization scripts incorporate the words imagine or visualize. Make different visualization scripts. For beginners like you, choose from the many visualization scripts you can find on the internet. Just remember to set your goal for the day. If you plan on using a visualization technique to a person, stick to it. Then, select among your audience or target persons.

Take note, visualization technique works better on introverts. So, pick one whom you think possesses the qualities of an introvert person. Use your observations on how your targets respond to questions and conversations, their body language and the way they behave in a crowd.

Start with your hypnosis plan by simply making a conversation with your target. Make a lot of inferential languages (or direct suggestions if you happen to choose an extrovert person) to “implant” subconscious suggestions to your subject.

You can either mention to the person about your new endeavor or not. Alternatively, ask in a casual manner if he/she believes in magic or something like hypnosis. If the person says he/she is uncertain about it, you can ask whether he/she likes to try it. By this time, your target will say yes, if you have succeeded in “implanting” those subconscious suggestions in your previous conversations.

You can proceed with the visualization script you practiced at home. As you can see, the method involves a long and perhaps an arduous process. With practice and a lot of social interactions, you

can cut back the process. Through simple and effective subconscious suggestions, you can convince a person without asking them whether they believe in hypnosis or not.

Chapter 12: Rapid Induction

Street or stage hypnotists use rapid induction method for its fast and easy implementation. With rapid induction, you can induce hypnosis in a minute, or so. This method requires a high level of confidence. You must have a commanding presence that even the most resilient targets will feel compelled to follow what you want them to do.

However, this method is actually effective with “difficult” people. These difficult people do not believe in hypnosis (consciously). These difficult targets are very resistant to hypnosis. Rapid induction involves shocking the equilibrium of your target.

How to Do this?

Phase One: Pre-talk/Pre-hypnosis

Ask your subject to gaze at a certain point near your eyes. Use your index finger to indicate that point. Once the person is staring at your eyes, slowly remove your index finger.

Phase Two: Hypnosis

Make sure your target’s eyes are focused on you. Instruct him/her to take a deep breath. Use your hands to indicate inhaling and exhaling motion. Move your hands upward for inhaling motion and downwards for exhaling motion. Do these movements without breaking the gaze. At the same time, reinforce suggestions by telling him/her that his/her eyes are getting heavier by the minute.

Raise one hand above your target’s head and another in front. Count down from five to one. In each count, tell the person that his/her eyes are getting heavier. In every count, your finger (the hand in front of the face of the person you are hypnotizing) is moving downward. Before you reach one, grasp the back of your

target's head and slightly pull his/her elbow. Say the words "sleep now".

Phase Three: Post-Hypnosis

Emerge a hypnotized person from deep hypnosis by simply saying "wake up at the count of three or at the snap of my fingers". Ask him/her how he/she feels. Expect a feeling of disorientation if you did not perform any positive suggestions while the person is under hypnosis. However, if you suggested that he/she will feel elated when waking up, the person will most likely remember it and will feel that way when the same experience happens to him/her.

Important reminders

Do not blink in performing direct gaze rapid induction. Maintain your confidence. Your targets will notice if you show even a slight doubt. To prevent drying in your eyes, narrow your eyes. Timing is essential for rapid induction.

Chapter 13: Induction through Scented Oils

Aromatherapy is an effective relaxation method. You can use scented oils to make your targets relax and to induce hypnosis. Aside from scented oils, you can use scented candles. This method is effective in a closed quarter or indoors with dimmed lights to intensify the effect of hypnosis.

Phase One: Pre-Talk/Pre-Hypnosis

Ask your targets if they want to dab one of your scented oils in their wrist or back of the ear. Alternatively, ask them if they like you to spray some aromatherapy oils or light a scented candle. Explain to them the benefits of such scented oils to their senses. While you discuss the benefits of the oils, you can already begin the hypnotic language and direct or indirect inferences to their subconscious minds.

Phase Two: Hypnosis

Start induction with relaxation method, storytelling or imagination technique. Use deepening techniques to ensure the hypnotized person is in deep hypnosis before beginning with the next phase of the hypnosis. Do not forget to dab more of the preferred scented oil of the target during the session to heighten their senses and increase the effectiveness of the hypnosis.

Phase Three: Post Hypnosis

Upon dispelling the effect of hypnosis to your targets, ask them how they feel about the session. You may even give them a sample of the scented oil and suggest them to dab a little in their wrists, back of the ear or shoulders every night before sleeping or while they are relaxing at home. This will reinforce your power of

suggestion. The next time you hypnotize them, it will be a lot easier.

Important Reminders

Before inducing hypnosis with scented oils, ensure that the persons you are hypnotizing do not have any allergies to these oils. Not all people like scented oil. So, if they refuse, do not insist. Always have a plan B if aromatic hypnosis does not work.

Chapter 14: Breathing Technique

Breathing technique is most popular in meditation exercises. It is also a common technique in hypnosis induction. The meditative aspect of breathing pattern is a reason hypnotists use this. Breathing gives a sense of peace, tranquility to people. It provides some sort of anchoring to the real world but still helps hypnotist to induce a trance state.

How to do this?

Start the session with an eye fixation technique and a quick relaxation script. When the target is relaxed and feels comfortable, begin by saying this to your subject...

“As you continue to relax and focus your attention to the spot I have told you to stare, you start to notice the changes. You can see the texture, the way the lights illumine the spot up to the tiniest details of the spot.

While you concentrate, you notice that your breathing has slowed. It becomes easy and comfortable, deep and slow. Your arms are getting heavy, more relaxed as you continue to gaze at the spot. Your breathing becomes a natural cycle of breathing, breathe in, and breathe out.”

Important Reminders

Continue to encourage your target and suggest how heavy their eyes have become, how relaxed their whole body is. A script in

breathing technique requires repetition of the suggestion of a natural circle of breath.

Chapter 15: Suggestibility Test Conversion

Professional hypnotists and hypnotherapists use suggestibility tests to determine the appropriate technique for their clients. Examples of suggestibility tests are postural sway, eye roll test, and the pendulum swings. Except for pendulum swings, use these tests to induce hypnosis.

Why should you refrain using the pendulum technique? This technique is too “commercialized” that the moment you show a pendulum or watch, your target automatically knows you are hypnotizing him/her. Alternatively, you can use the pendulum swings in a misdirection technique.

You can use the suggestibility tests while you are talking to your subject about nothing in particular. Strike a short conversation to divert the attention of your target to what you are doing.

Postural Sway

This is another form of rapid induction include standing and the “falling down” sensation. In this method, trust is essential.

Stand at the back of your target. From head to the end of the spine, a few inches from his/her spine, make long passes with your hands without making contact. If most people feel a tingling sensation, they are likely susceptible to hypnosis. Others will feel the inclination to sway backward. This may be an indication of susceptibility to hypnosis. Even if they do not tell you about it, you can see the electrifying sensation through body language and reaction.

Combined with eye gazing, you can determine whether you can hypnotize a person by using concentrated attention. Look at your

target with intense and prolonged gaze while in your mind you command him/her to do something. Then, you speak in a demanding tone. Simply say, close your eyes. Extremely susceptible persons will follow this simple command while resilient ones will just stare at you.

If you notice that your target is swaying backward, even if the sway is slight, induce hypnosis by saying “sleep” in a forceful tone. Alternatively, you instruct a person to “fall down” when you reach the end of your counting.

When using postural sway, do not lean too further back. Otherwise, both of you will lose momentum. Make sure you are capable of catching your target to induce hypnosis state. If the person is taller and heavier than you, do not perform this technique.

Chapter 16: Indirect Suggestions

Indirect suggestions are important additions in many conversational scripts. These scripts are long and sometimes, time-consuming. However, many hypnotists use indirect suggestion because of its effectiveness on most people. Indirect suggestion targets the subconscious mind.

The conscious mind, despite its effort to evaluate the suggestions, is confused and misled with the possible meaning of the suggestions. This method uses verbal implications, which make it for the conscious mind to have a hard time interpreting these implications.

Sometimes, people do not recognize indirect suggestions as suggestions. For example, when you suddenly look up at the sky for no apparent reason, you cause other people to look up, curious at what you saw. Indirect suggestion technique is effective on introverts, on people who like to infer thoughts than to own these thoughts.

On Chapter 10, you have read the different questions on how to determine whether a person is susceptible to direct or indirect suggestions. You can use those questions.

What to tell to your target? You can use this sample script as a basis for indirect suggestion method.

“I am really not sure whether you believe in hypnosis. If you don’t, then, you will not be here volunteering to try to experience hypnosis. Either way, you can always open your eyes and walk

away. If you do, it's up to you if you will enter hypnosis very slowly or not. Maybe, you are already in a hypnotic state.

Hypnosis is a natural ability that some people find it surprising how easy it is to enter into such state and just let go. People respond into hypnosis differently. Listing these responses will take us a day or maybe not. Your eyes are still closed. Will I take it as a yes or you are still contemplating whether to open your eyes or remain where you are standing, eyes closed and arms glued to your side.”

Important Reminders

Some indirect suggestions use negative inference. Others use comparison. You may combine indirect suggestions with permissive method or metaphors.

Chapter 17: Anchoring Method

People form associations a lot with external stimuli. When people hear a particular music, it invokes feelings of nostalgia. When people smell a cookie being baked, it evokes homey feeling or memories of childhood.

With this natural habit of people to associate things with feelings, anchoring method works with most people, whatever their personality traits are. However, this natural anchoring can be broken. You can use this volatility of association to break anchors.

Phase One: Pre-Talk/Pre-hypnosis

With a simple relaxation technique, ask a person to close their eyes. Ask your him/her to recall a specific event that reminds him/her of a negative (or a positive) feeling he/she wants to forget (or remember).

Phase Two: Hypnosis

Continuing with the example above, instruct your subject in intensifying that feeling. Notice how your subject's emotions change in his/her face, his/her body language, and how the breathing changes from a relaxed to a ragged state (or how relaxed he/she becomes). If you ask your target to think of negative feelings, he/she may sweat profusely due to anxiety attacks.

Create an anchor to change how your target perceives that event. The anchor must be unique. Ordinary anchors may not work. An example of an ordinary anchor is tapping of the fingers. This

anchor may mean boredom. Another example is a handshake. People associate a handshake with meeting new people. Therefore, these anchors will lose their effect in the long run.

You tell your target that whenever he/she taps his/her feet twice (or whenever he/she hears people tap their feet twice), he/she will remember that particular happy feeling he/she is thinking right now. For an instance, your target thinks of negative thoughts. You suggest that whenever he/she presses his/her index fingers to his/her thumbs (both hands) he/she will feel light as if a breeze has carried him/her. Strengthen the anchor by testing and using it during the hypnosis.

Phase Three: Post-hypnosis

With a countdown to five, emerge your target from the hypnosis. You can instruct him/her to forget the hypnosis but remember the anchor you made. The next time you see him/her, test the anchor to know whether you succeeded in embedding that anchor.

Important Reminders

If you are not successful in embedding the anchor to a person, it may only mean two things.

1. You need to practice more.
2. That person may have other emotional problems that prevent them from creating new anchors. This person may have a depression or something similar.

Chapter 18: Television Imagination Technique

This technique is effective on teenage targets or to people who love to watch TV (digital or analog) a lot. Even if a person does not spend time in front of TV, people tend to zone out their attention to it. Sometimes, people even begin to fantasize or visualize they are one of the characters being played out. People's minds drift away as the TV provides a monotonous, hypnotic effect to a person.

The best time and place to use this technique is inviting a friend or acquaintance over your place or trying it with your family members. You can also apply this technique to strangers but make sure you have a lot of practice before doing so.

How to do this?

Tell your target to stare at the television for a few seconds then to close his/her eyes, visualizing the TV in his/her mind. Ask him/her if he/she sees the TV. Instruct the person to change the channel of the TV to a show he/she loves to watch over and over again without touching the TV. Ask him/her to describe the show in a few sentences.

Gradually, with every second, the sound of the TV becomes monotonous. The sound is going farther and farther. His/her breathing is becoming deeper and deeper. In the count of three, tell the person that he/she will fall asleep but still aware of his/her surroundings.

Request the person to lift his/her hand. If he/she does what you tell him/her to do, your target is in hypnosis. Perform a deepening technique by instructing him to breathe deeper and relax.

Chapter 19: Spiral Technique

This technique uses a spinning wheel machine. Hypnotists combine this spinning technique with eye fixation method, a bit of relaxing method and rapid induction. This technique applies the law of concentrated attention.

How to do this?

Phase One: Pre-Talk/Pre-hypnosis

Start the session with your target looking at a spiral machine or something that spins in a constant, rapid manner. Ensure that the person is looking closely at the spinning machine. To test the target's concentration, tell him/her that he/she sees a whirlpool.

Phase Two: Hypnosis

Ask the person whether he/she sees a whirlpool. If the answer is yes, your target is concentrating as planned. Ask the person if he/she sees dark rays coming off the spinning wheel. If yes, you are succeeding.

Instruct the person to imagine that he/she is looking at a deep well and that he/she is falling. Ask if he/she feels what you tell him/her to do. The answer must be yes at this point of the session. Instruct the person to do the reverse. If he/she succeeds of reversing the "falling down sensation", you are on the right track.

At some point during the hypnosis, tell your target to look at a space behind your back. If he/she answers, "the object seems to grow or decrease in size", the hypnotized person is ready for the next phase.

Countdown from five to one. In each number, tell your target to breathe deeply until he/she falls into a hypnotic state. Perform

deepening test to ensure the target is in hypnosis.

Phase Three: Post Hypnosis

Use the same spinning wheel image to emerge the hypnotized person from hypnosis state.

Important Reminders

The spinning technique may cause dizziness to some people. Use this to your advantage by rapidly inducing hypnosis. Instead of letting your targets “entertain” the dizzying effect, ask them to ignore this and relax and fall into a deep trance.

Chapter 20: Hypnotic Bind Technique

Marketing people or sales personnel use this technique to convince consumers to buy a product. In this technique, hypnotists give two choices or an indirect suggestion while offering an option. Either choice leads to the same outcome. Despite the same outcome, your targets are still compelled to choose. It is easier for them to do so than face with one option.

Phase One: Pre-hypnosis

Double bind technique starts with asking the target where you perform the hypnosis. Whatever the choice is the target agrees to be hypnotized. However, if the target replies with an open-ended answer or question such as “who tells you I want to be hypnotized,” answer with a definite “no one is forcing you to do so, but I know you want to experience how it is done.”

What to tell to your targets? You can say...

“I wonder if your relaxation will last for hours or the whole day.” Alternatively, you can use this hypnotic bind question, “would you want to enter into hypnosis or wait a little longer until your body is relaxed?”

Other hypnotic binds use unrelated events. A sample of hypnotic binds using unrelated events: “Do not close your eyes unless you want to enter in the hypnosis now.”

Important Reminders

Double bind requires trick and witty comeback whenever your target answers in a skeptical manner. It includes the use of what-if situations, and “because” frame.

Chapter 21: Vertigo Induction

This technique targets the sudden loss of equilibrium or the ability to sense motion. This requires a chair that rotates. Otto, a renowned hypnotherapist, is the proponent of this technique. If you do not have a rotating chair, you can perform body-spin. In this example, you will read how rotating chair can induce hypnosis.

Phase One: Pre-Talk/Pre-hypnosis

Tell your target that you will rotate the chair and that he/she should relax. While you rotate the chair, ask your target to hold a pencil or a pen. As you rotate the chair, give the suggestion that his movement is opposite to the rotation of the chair and that he feel relaxed despite the movement. Once he felt the change in the direction, he/she drops the pencil he/she is holding.

Phase Two: Hypnosis

Stand at the back of the chair and begin the hypnosis. Your voice should be hypnotic and rhythmic. Rotate the chair ten times or maybe lesser until your subject drops the pencil. Once he/she drops the pencil, perform deepening tests to ensure that the target is in hypnosis.

Chapter 22: Hypnotism in Trance

Working while in trance is useful for you. The more relaxed you are, the more attuned you are to your targets. Trance is a state of heightened consciousness. It is like performing in a “zone” where you work automatically, subconsciously but still acutely aware of everything.

How to do this?

Use the appropriate technique based on what you observe on your target. For extrovert people, perform direct suggestion. For people who likes visualization, use indirect or visualization technique. If you are not sure, progressive relaxation, storytelling and fatigue induction are the safest techniques to use.

After inducing hypnosis to your targets, you perform a countdown to your own trance state. Continue telling your subject to listen to his/her breaths while you achieve a trance state simultaneously.

When you are in a trance state, you will notice a change in your voice and the way your mind works. Your voice becomes softer. You become acutely aware of everything. From time to time, you may open your eyes to look at the time or see how your target is faring during the session.

Important Reminders

Trance state requires a lot of practice. Your attention is split between your own self-hypnosis, the time and the progress of your target. Take time to perfect this technique.

Chapter 23: Sleep to Hypnosis

You can use two variations of this technique. One is sleep-induced hypnosis while the other one is the use of the word “sleep”.

Sleep-induced hypnosis makes your target experiences total amnesia of the things that happened during the session. These things include all the suggestions you told to your subject but some people may remember these suggestions and may view it as a dream.

The other variation, the “sleep” word, is not akin to the sleeping state. You use the word “sleep” to induce hypnosis while a person is fully awake. The first variation requires that the target is asleep while you wake him/her up to a hypnosis state. How to do this?

Phase One: Pre-Hypnosis

Instruct a person to sleep. Play a mellow music to aid the person to sleep. When he/she is asleep, begin with the hypnosis script.

“You are starting to hear my voice. My voice is gentle and you enjoy hearing it. As you continue to hear my voice, your index fingers will rise. Your index fingers are rising now.”

Important Reminders

Continue with your suggestions. Once the hypnotized person complies, you succeeded in transferring him/her to a hypnosis state. To test, do other hypnotic suggestions, such as lifting the arms of your subject without your aid.

The use of the “sleep” word requires a commanding tone combined with a rapid induction that shocks the equilibrium of the target person. You can use a snap of the fingers or a handshake.

Chapter 24: Non-verbal Induction

This technique uses actions instead of language during the induction phase. You can still use permissive languages. During the non-verbal session, you may use complete actions to induce hypnosis or ask a few questions to your subjects. This technique is excellent for deaf and mute, and people who don't talk that much.

Phase One: Pre-Talk/Pre-hypnosis

Most of the times, it involves a lot of touching in the arms, hand, elbows, head, and eyelids. Thus, this technique is effective on extroverts or to people who doesn't mind being touched by a total stranger. While you perform the hypnosis, you can look your subject in the eyes.

Phase Two: Hypnosis

While staring at your target, raise his/her arms, two feet arm at above eye level. Move back and forth in the front while changing the postural form of both arms.

First, move the arms inward, one at a time with a few seconds interval. Second, adjust the arms downward in each arm with a few seconds pause. The postural changes reflect an inward and downward motion. Once the arms are just above the lap of the target, forcibly lower both hands. His/her eyes will close and his/her head will slump. If not, close the hypnotized person's eyes with your hands and push down his/her head.

To reverse the hypnosis, start with the head and eyes. Move the arms upward and outward. In short, perform the reverse until the arms are in their original position.

Important Reminders

For a successful nonverbal induction, ensure that the movements of inward and downward (for the hypnosis induction) and outward and upward motions (for the reversal of the hypnosis) are spaced. Progression is constant. Never lose eye contact as this will help in the hypnosis.

Chapter 25: Negation Technique

Negation technique works for some people because they do not like being told what to do and not to do. This technique uses negative commands, negative tag questions, and other negation languages to induce hypnosis and offer suggestions. Negative commands have the opposite effect.

The law of negation proposes that the mind processes the affirmative side of the negative command before it can compute the negative effect of such command. Sometimes, the mind stops at the processing of the positive of the negative command. In short, the mind has a hard time computing negation.

Phase One: Pre-Talk

With this law of the mind, you can convince resistant people to fall into a deep hypnosis without them knowing it. Start the session with a negative command. Let them process it for a few seconds and issue the hypnotic language.

What to tell your targets? Start with this sample script...

“I am going to count. When I reach the count of three, you will open your eyes but will remain in hypnosis. You will write some notes but you won’t find your pen. In fact, you will even think that I hid your pen. You won’t find your pen. One, two, three, open your eyes but remain in hypnosis. How do you feel? Feels good, isn’t it? Now, I would like you to take some notes. Write about your experience of this particular session.”

Important Reminders

If the person is unable to find the pen despite being placed in obvious place, you successfully induce negative hallucinations.

Direct the target to close his/her eyes and that he/she is unable to find the pen. Continue with the hypnosis session.

Conclusion

Hypnosis is controversial due to the different arguments surrounding it. Some say it does not work and just merely the product of what the mind perceives it to be. The effectiveness of the following techniques depends on a lot of factors. These factors include personality traits, a person's core beliefs, resistance to hypnosis and the deliverance of the technique.

However, with constant practice and mingling with different kinds of personalities, you can improve your hypnosis skills. You can identify different personalities and the techniques appropriate for each personality. Always remember, one technique may not work on the same person. The same technique may not work on the same person on another day.

Therefore, learn as many techniques as you want. You may not know when a technique becomes handy. View every social gathering as an opportunity to hone your hypnosis skills. If you fail the first, the second or the third try, never give up. Use these failures to evaluate what went wrong and to improve your skills. The key to successful hypnosis is practice. Build your confidence.

Thank you again for reading this book!

Manipulation

21 Proven Techniques To Secretly
Manipulate, Persuade And Influence Anyone

Leonard Moore

Manipulation: 21 Proven Techniques To Secretly Manipulate, Persuade And Influence Anyone

The art of human manipulation remains a mystery to most people. Only those who have the curiosity and courage to look deeply into this subject are able to realize the power and wonder of this ancient art. Indeed, the ability to make someone bend to your will, to persuade people to do exactly what you want them to do without them realizing it is both art and science that have been in existence for so many years.

True manipulation is not about imposing or commanding another to do a specific act or think of a certain thought. Rather, it is about leading someone to do things willingly. From this perspective, it can be said that manipulation is not an act of force, but encouragement.

Manipulation is a sensitive art that can be used for both good and evil ends. Its application is also not limited to a single person but can encompass groups of people. Take, for example, how Adolf Hitler took power and brainwashed a nation which led to the massacre of so many people.

The art of manipulation is effective. It relies on the nature and behavior of humans. Once you understand these things, then you can persuade anyone to do what you want.

Of course, for any manipulation to be successful, you must have a clear vision of what you want the other person (or persons) to do.

Using the techniques in this book, you can then come in sync with the person and influence him in such a way that he will decide for himself to do what you want him to do. Hence, this means that a connection has to be made between you and the person that you intend to manipulate. Once a connection is made, and by applying the different techniques in this book, you can then direct the flow of conversation, as well as the mindset of the person that you want to manipulate. Take note that you never impose anything. True manipulation happens smoothly and is almost always undetected by the victim. Most of the time, people never realize that they have been manipulated; and, if they ever do realize it, it will already be too late. As you can see, human manipulation is a subtle yet very powerful force that you can use to your advantage.

The following chapters will teach you what you need to know about manipulation. It is worth noting that learning how to manipulate does not happen overnight. Although acquiring knowledge is the first step to learning how to manipulate people effectively, knowledge alone is not enough. You also need to practice the techniques to be proficient. The good news is that there are many instances to apply these techniques. In fact, many of them can be applied in your day-to-day conversations.

Who uses manipulation? In a way, it can be said that everyone uses manipulation. A teacher manipulates her students to study their lessons; a manager manipulates his employees to be more effective and efficient; a parent manipulates his child to be more polite; a general of an army manipulates the soldiers to win a war; a lawyer manipulates the whole case to win it. As you can see, there are many uses of manipulation. Everyone, in some sense, uses it in one way or another. However, most people do not develop this skill. They do not realize the great power that this art holds in itself. But,

to those who have the curiosity and courage to pursue this practice, great power awaits where a bright future can unfold.

Proficiency in manipulation has two important factors: knowledge and practice. You must acquire the right knowledge to have a good foundation of what manipulation is all about, as well as the different techniques that you should learn. The next step is continuous practice. Like any other art form, manipulation requires time, serious effort, and practice.

May this book serve as your guiding light to success, power, and happiness.

Chapter 1: Mirroring

Mirroring is one of the most effective manipulation techniques. It has two stages. The first stage is where you mirror the person you are talking with. The second stage is where he or she is the one who is mirroring you. Mirroring is an excellent way to build a connection.

So, how does it work? As the name implies, you have to mirror the other person. This is the first step. To do this, pay attention to how he positions his body, as well as the gestures that he makes. You should apply mirroring while you are engaged in a conversation. Simply mirror or copy how the other person positions his physical body. For example, if his hand is on his lap, then place your hand on your lap. If his hands are both raised to his chin, then mimic the same posture. Simply put, be a mirror of the person with whom you are conversing with. Be sure to do this casually, so that the other person will not notice it.

Once you mirror the other person while talking, a connection is made. The next step is to continue with the flow of conversation. This is also the time when you use other manipulation techniques. If it works, what will happen is that the other person will be the one who will be copying your movements or position. In other words, he will be the one who will be mirroring you.

Mirroring is an excellent way to create rapport and trust with a person. Also, by copying another person, you get to view the situation from their perspective — and this will allow you to have a better understanding of how the other person thinks and feels. Once you have a good understanding of these things, then it will be

easier for you to know how to control the other person more effectively.

The more that you mirror a person, the more effective it will be. Therefore, you are not limited to just mirroring gestures and positions of the body. You should also mirror the tone of voice and how the person projects himself. In other words, mirror the other person as much as you can. This is an effective way to establish empathy with the person. Once this empathic link is made, you can then take advantage of it by using other manipulation techniques, which can then lead to the other person to do what you want.

What if the person with whom you are talking to is the one who is mirroring you? In this case, you have to find out if he is doing it deliberately or not. If he is not doing it intentionally, then it is a sign that you are already in sync with him. This means that you can now proceed to the next step of manipulation and apply other techniques that you know. However, if he is doing it intentionally — which means that he also intends to manipulate you and he does so consciously — then nothing good can come out from such meeting. The reason is that no two manipulators can agree with each other, simply because nobody in his right mind wants to be manipulated knowingly. In such cases, the best thing for you to do is stay away from the other person. Another thing that you can do is simply to make a mutual deal where you can satisfy each other's interest.

Chapter 2: Be More Positive

Simply telling people what should not be done does not lead him to what you want to be done. Therefore, if you want to manipulate a person, you must show him what should be done. Take note that you *show* him what should be done and *not command* him as to what you want to happen. Make it appear that the decision that you want him to take is the best choice.

It is worth noting that not everyone can be easy to convince. Sometimes you need to use logic to justify the course of action that you would “suggest” for a person to take. Focus on the positive or good reasons why a particular course of action is the best choice.

People tend to be more considerate when they feel like they are given a free choice instead of being commanded to do something. By focusing on the positive things, you can impress the idea that you want, as well as point out what makes a certain course of action the best action to take.

A good example of this would be sales agents. They first find out what you need, and then they offer you a product. When they offer you a product, they also tell you about the features of the product, as well as what makes it the best product to satisfy your needs. As if to persuade you further, they will also mention any additional features or benefits of using the product. Of course, you should avoid overselling something. Just like any professional sales agent, they do not make claims that are not real. In the same way, when you persuade or manipulate someone, you should only state things that are real and truthful. This is another thing that makes manipulation so subtle and powerful. It is also logical in a way that

the person being manipulated does not realize that he is already being manipulated.

What if there is nothing positive that you can say about it? Well, take note that there are many ways of looking at something. There are many different perspectives that you can take. All that you need to do is to shift your perspective, and you can identify something that is positive about it. For example, let us say that you need to convince person A to make an investment in a cryptocurrency called bitcoin. To do this, you show person A the past and present trend of bitcoin. He will see that its price has been increasing over the years. In fact, had he invested even just \$500 in bitcoin back in 2010, then he would have been a multimillionaire by now. You also show him that more and more individuals and businesses are accepting bitcoins as a mode of payment. Now, this is easy considering that there are many nice things to say about bitcoins. But, what if your task is to manipulate a person *not* to invest in bitcoin? This is where it gets more challenging. However, a simple shift in perspective will show you that investing in bitcoin can be very risky. There is always the possibility that you can lose all your investment. Also, if you look at the current trend, other cryptocurrencies like Ethereum and OMG have been growing exponentially more than bitcoin. Of course, this is just an example of how a simple shift in perspective can make you view the same things differently.

Focusing on the positive does not mean keeping a blind eye on the negative. When a person talks about something and all that you hear is full of positive things, you will soon doubt if what he is saying is true. This is because there are always two sides of any thing. It is important that you reveal both sides to show honesty and establish trust. However, the key is to make a person focus more on

the positive side and make him think and feel that it is the best choice to make.

Chapter 3: Tell a Story

Stories have been in existence for so many years. As the saying goes: “Ideas come and go; stories stay.” Stories are powerful. If you learn how to use storytelling effectively, then you have another powerful weapon in your arsenal for manipulating people.

It is no secret that stories have been used to illustrate a point or teach a lesson. If you can come up with a good story, then you can influence how a person thinks about something.

Telling a story is also an effective way to set the mood. It is strongly suggested that you use real-life examples, but even stories that are purely fictional in nature can be as effective, provided that you come up with a good story to tell. Of course, merely telling a story is not enough. The story itself has to be relevant. You need to weave your narrative in a way that people will understand it and be able to evoke the emotion that you want. A good story captures a person’s mind and heart. Hence, it satisfies both the mental and emotional faculties. If you are able to do this, then you have already won half the battle of completely manipulating your subject.

Who uses stories? Everyone uses stories to drive a point across more clearly. It is also common for speeches to include a story. Even those who make business presentations realize the power of storytelling and apply it when they make a presentation. Also, stories are dear to humanity since every person always has a story to tell. Regardless whether you tell your stories while sitting around a bonfire or on stage or even while drinking coffee with a client, stories never lose their power.

What makes a good story? When it comes to persuading people to do what you want, a good story is one that is brief, clear, relevant, and meaningful. As you can see, a good story to tell depends on the circumstances of the situation.

Another thing that matters other than what story to tell is how you tell a story. Be sure to connect with your audience and make them see themselves in the story. Sometimes the most effective way to get a message across is by telling a narrative. During such times, you have no choice but to rely on the power of storytelling to influence how the other person thinks or feels.

Make sure that your story is relevant to your target audience. Also, avoid complicating your story with abstract ideas. A good short story for persuasion is one that is direct and illustrates a point using simple symbolism that the audience can easily understand. Keep in mind that there is a difference between storytelling and making codes. When you use stories, you do so in order to get your message across more effectively, and not to hide your real message.

Chapter 4: Set the Mood

Setting the right mood is another important part of manipulation. For example, if your objective is to make someone like you, you do not make your move when he or she is too busy with other things. Rather, you have to set the right mood and environment to make it work effectively.

There are many people who have a study room or visit a coffee shop to study. The reason is that the environment helps them set the right mood for the activity. You can apply the same principle when you want to manipulate someone. For example, if your objective is to convince a friend to make an investment, you can first make him watch a good video on making money by investing before you talk with him about an investment opportunity that you offer. Another technique is to add pressure by surrounding a person (male) with beautiful yet professional-looking women when you make an offer so that he will somehow find it uncomfortable to say no. Liquor drinks are also a normal part when doing negotiations. Be sure not to let the liquor take control of you.

By setting the right mood, you can get the right answers or outcome that you want. Of course, the mood that you set is only part of the overall strategy. It is important that you do not let your guard down, and continue to apply other manipulative techniques to fully persuade your subject to bend to your will.

Another part of setting the right mood is proper timing. You should also focus not just on the environment, but also the personal mood of your subject. Is he feeling relaxed, angry, stressed, or sad? Pay attention to his current emotional state. There are moments in a

person's life when he feels so light that he would say yes to almost everything that you offer him. if you can hit this special moment, then that is some good luck. However, if not, then know that you have the power to set the mood in a way that your subject cannot refuse your offer.

Chapter 5: Show Your Expertise

Another main weapon of a manipulator is his expertise. Take note that this expertise refers to one's expertise over the subject matter of the conversation or negotiation. The more that you know the topic that is being discussed, the more your subject will believe you. A good example of this would be the lawyers. When you consult with a lawyer and ask him a question, you will definitely get an answer. And, since you know him as a lawyer which makes him look like an expert in legal matters, you tend to believe what he says right away without questioning it. The same principle applies when you use this strategy. The key to using this strategy is to present yourself as an expert. This means that to the mind of your subject, you know more about the topic of the conversation more than he does. This is like a conversation between a teacher and a student where you should be the teacher and the one that you intend to manipulate is the student.

This technique requires preparation. Before you meet with your subject and talk about something, be sure to do all the necessary research and analysis that you need. Another thing that you can do as part of your preparation is to interview someone who actually knows the subject matter and ask him questions that you think your subject (would-be victim) will ask you once you meet. This way you will know the right answers, as well as how you can respond like a real expert. After all, this technique is not about getting an academic degree and becoming a real expert but only showing yourself like an expert that the other person would think that you really know what you are talking about and that he can depend on you for answers.

It is worth noting that this technique is not about defrauding your subject. Rather, it is only to make him feel at ease with you. After all, he would not listen to your “suggestions” if he feels like he cannot trust you simply because of your lack of knowledge. However, if you present yourself as someone who is an expert, then he is more likely to consider whatever you have to say, and the chances are that he will even ask you for advice. Of course, when this happens, it is your time to lead him to the course of action that you want. Expert manipulators are those who are trusted by their subjects. This way people do not realize that they are already being manipulated. To them, you are only sharing your knowledge, but what they do not realize is that you penetrate their mind that you gain control of whatever thoughts they think about. This is a strong and powerful influence that you can exercise. As such, be careful when you manipulate or persuade anyone. Do not forget that there are consequences for your actions. True manipulation is based on trust and confidence. It is up to you if you want to break that trust in the end by abusing it.

Chapter 6: Fake It to Make It

This is another manipulative technique that can get you the outcome that you want. As the name of the technique implies, you simply have to fake it to make it. Take note that this is not about telling lies. True and expert manipulators do not lie, simply because they do not have to. With this strategy, you fake it in a sense that you do not appear as someone who is manipulating another person, but merely extending your help and support. Take note that it is not good if people start to feel that you are only manipulating them. In fact, do not even give them a chance to have such doubts. Otherwise, it would be impossible to manipulate them. Here is another important lesson: If you want to manipulate someone, then never let him know that you are manipulating him. Knowledge gives power. As long as you keep that knowledge to yourself, then you are one step ahead of your subject.

There is another challenge that you need to overcome: The fact that you are manipulating somebody. The right mindset of a true manipulator is one who is sincere. Therefore, to your mind, you should not see yourself as manipulating someone. Rather, if you suggest a course of action, you need to believe in yourself that it is really the best action to take. Of course, this is not always the case. Hence, you just have to fake it at the moment when you try to convince or persuade someone to do what you want. It is worth noting that while you are negotiating with the person, he or she should not feel that you do not believe what you are saying. Hence, to prevent him from knowing your intentions, you should, at that very moment, believe what you are saying even if you have to fake it to yourself just to sound or look true. This is not easy to do, but it is doable if you give yourself enough time to practice it. Take note

that this is not about swindling other people, but sometimes it is unavoidable that you need to make someone decide in a way that will benefit you, even if such may not be actually the best decision to make. However, by using manipulative techniques, you can make it look as if the only good option to take.

What if you feel like you cannot fake it? Well, the best way is to give yourself reasons to believe in a certain way. Take note that you can come up with so many reasons for different things. You can come up with good reasons why a person has to make a particular investment, another set of reasons why not going to the office today is not a good, and yet another set of reasons why a woman should consider you as a husband, etc. Reasons are flexible and infinite, and they have a strong influencing power in the decision-making process of a person. Just as you can use reasons to influence yourself, you can also use them to influence other people.

Chapter 7: Repeat Certain Words

This is an effective technique to connect and communicate with another person's subconscious mind. Once you penetrate a person's subconscious mind, then you will have a strong influence on the decisions that he makes consciously. So, how does this work? The key is to repeat certain keywords as you talk casually.

The thing is that the conscious mind has a more limited focus, but the subconscious mind takes note of everything and is able to focus on everything. What is more, the subconscious does not forget what takes place. This means that whatever message that you imprint upon a person's subconscious mind will not be forgotten. Hence, it has a strong influence in his decision-making process.

A simple example is when you are talking to a woman. Let us say that your objective is to get things more sensual. The way to do this is to use certain keywords that are connected to sensual things. Take note that the keywords do not have to be too direct. Hence, your keywords can be bed, flowers, scent, moist, wet, and hard, among others. Of course, you can also use more direct keywords like sex, and others. Also, you do not have to use all related keywords. Just pick one to three keywords and repeat them over and over again in the course of the conversation.

Do not forget that this is an effective way to connect and communicate with a person's subconscious. Since you will be connecting with the subconscious mind, you cannot expect for your subject to respond accordingly right away. It usually takes time before the messages in the subconscious mind manifest in the

conscious mind. However, you can rest for sure that your message is there and that it will not be forgotten.

Be careful when you use this strategy. Do not let the person notice that you are imprinting such messages on her subconscious mind. Once a person is aware that you are only manipulating her, then it ruins the whole strategy. The reason is that it will make her very defensive. Keep in mind that the true art of manipulation is done in an atmosphere of trust and confidence. There should be no room for doubt or distrust.

How many times should you repeat the keywords? There is no rule as to how many times that you should repeat your keywords. The important thing is to repeat it as many times as possible. At the same time, you should be mindful not to be noticed. This is another reason why you may want to use another keyword that projects the same meaning. This way you can change the word that you are imprinting upon your subject's subconscious mind with less risk of being noticed that you are doing it.

Sometimes you do not even have to repeat your keywords. Although it does not happen all the time, some people respond on a conscious level even right after you mention your keyword. This is quite a rare instance, but also possible. The reason is that some keywords may already have established themselves in a person's psyche that simply hearing that word is enough for the message to sink in straight into the person's conscious mind. A good example of this is women who have been raped. Just mention the word "rape" to them, and they may feel a strong fear or even become hysterical. Of course, this is just an example, and there are other possible uses and effects that this technique can make.

Take note that the keywords that you use should be relevant. This means that the person to whom you are projecting the message should be able to associate these keywords with the message that you want to deliver. Some people give personal meaning to specific objects or even colors. For example, to some, pink may mean love. Of course, there are also symbols that take a universal meaning like a blanket for protection or sleep for rest. The key is to find the keyword (Yes, even a single keyword will do.) that communicates best with your subject.

Chapter 8: Pay Attention and Listen

The art of manipulation is not something that you just apply out of nowhere. Keep in mind that you are dealing with a human being who has the ability to think on his own. In order to know the techniques that you should apply, as well as how you should apply them effectively, you need to focus on your subject. By paying attention to your subject and listening to him, you will be able to tell what strategy will work or not. Pay attention and read the gestures made by your subject. If you take the effort to really listen to your subject, then you will know what he really wants. Once you know what the subject wants, you can use it to bend the subject to your will.

You should also pay attention to how your subject responds to you. You will know if a certain technique is working or not just by observing how a person responds to it. Do not hesitate to drop a technique that does not seem to work and apply a different one. By paying attention and listening to your subject, you will be able to understand him better. Once you have a good understanding of your subject, the easier it will be for you to manipulate him. This is because you will be able to tell the best techniques to use, as well as those that you should avoid.

Paying attention and listening to your subject means so much more than hearing him out. The right way to do this is understanding how your subject thinks and feels. Hence, a certain level of empathy is required. For this, you may want to apply the mirroring technique. Also, when you listen to your subject, you should learn to drop your preconceptions and be open to understand how your subject thinks and feels. It is worth noting that different people can

think and feel differently even if they are subjected to the same environment. Learn to be open and non-judgmental when you analyze your subject. Hence, keeping an open mind is the key.

Chapter 9: Regulate Your Voice

The tone of your voice can make a difference when you communicate. You must learn how to regulate it properly. Now, there is no strict rule as to when to use a high tone or a low tone, but you need to adjust the tone of your voice as you speak. Using only a single tone throughout the whole conversation, especially when you give a speech on a stage, can be boring in the long run.

Do not underestimate the power of a whisper. In fact, if you want a person to listen to you more, then try whispering. He will have to listen more attentively to hear what you want to say. This usually creates silence where nothing will be heard but the sound of your whisper.

You have to learn how to use both low and high tones of your voice. Take note that it is not just the words that you say that matter, but also how you deliver them to the other person.

It is also worth noting that part of knowing how to regulate your voice includes knowing when not to use it. Yes, silence is also as effective as talking. In fact, sometimes, all you need to do is be silent in order to get a message across. Be silent as you wait for your message to sink in into the other person's mind.

Learning how to properly project your voice is important. Focused attention also helps. Instead of just talking and letting the words leave your mouth, focus on the person you are talking with as you talk. For some reason, by simply focusing, you can project your voice more effectively.

Chapter 10: Use Gestures

There are actually two ways to deliver a message when you are engaged in a conversation. Of course, the usual way is simply by talking; however, there is another way that is also as effective but is often overlooked, and that is through the use of gestures. Gestures as small acts that you do while you talk. In fact, by learning how to read gestures, it is even possible to say if the person whom you are talking to is lying or not. Gestures may also reveal the current mental and emotional state of a person. As they say, “Actions speak louder than words.” Indeed, if you want to master the art of manipulation, then learning how to use, as well as read, gestures are very important.

Take note that a gesture is not limited to the movements of the hand or crossing of the arms. It can also involve such small and often neglected movements with the eyes. If you want to stress something strongly, it is suggested that you say it while looking directly into a person’s eyes. Also, leaning slightly forward while placing your hand on your chin and nodding your head would show that you are eagerly listening to the other person as he talks. Snapping your fingers is also often used to show that you have just realized something. As you can see, there are so many gestures that you can do. Gestures add more energy and give more expression, which makes the conversation more interesting.

Learning how to interpret gestures is also important. Again, the key to manipulating a subject is having a good understanding of your subject. Crossing of the arms and/or legs usually show a defensive posture. It may show that the other person is not being open and relaxed. Covering one’s mouth, as well as touching the ear, may

mean that the person is lying. If you want to know what a certain gesture may mean, a good advice is to do the gesture yourself and be open to how it makes you feel.

Of course, there is always the possibility for gestures to be interpreted in a different way. For example, just because a person rubs his nose as he tells you something does not always mean that he is lying to you. However, although gestures may be hard to decode at times, they will allow you to have a better insight and understanding of a person.

What if the person with whom you are talking to does not use gestures? Indeed, you cannot compel someone to express themselves with gestures as they talk. Also, gestures, to be real and authentic, must come naturally. Most of the time, when a person remains calm and still, it is only a sign that you need to do more to penetrate his defenses. Once you are able to get into his mind, he will be more open that he will naturally use gestures as he talks to you. To do this, simply make him more relaxed and encourage openness.

Chapter 11: The Power of Touch

A touch can create an intimate bond even for a slight moment. A touch can say so many things at once without the use of words. The meaning of a touch is understood easily. Also, it is something that lies deep in humanity. It is always felt; and most of the time, it is easily understood. Babies are comforted by their mother just by being touched. The good news is that this silent language is not forgotten even when people grow.

But, how do you use the power of touch to manipulate someone? Take note that you do not really manipulate someone in the sense that you force them to do something. A touch is a more gentle approach; and therefore, it is a powerful tool of manipulators. Psychological studies show that you can increase the rate of someone doing you a favor if you touch them while you ask them for a favor. Touching expresses sincerity and trust. For some reason, people will find it more difficult to say *no* to you or disagree with you.

Especially in today's world where so many people are too stressed in life. Many people yearn the feeling of being touched. On a subconscious level, it reminds them of the time when they were kids and comforted by their parents, a time when they were almost stress-free and was more able to enjoy life to the fullest. Hence, when you touch them as you talk, it makes them feel good — and this good feeling that you give them would make them say *yes* to you. Of course, merely touching a person is not enough. You should also be sincere with your words as you talk.

This technique is good to use if you want to ask someone a favor. Keep in mind that the key to making this technique work is sincerity. Of course, you should also use this sparingly. You cannot just talk to anyone and touch him several times in one meeting. Also, if you are a man and you are conversing with a woman, be sure to touch her in a way that she would not think anything malicious about it. It is important that you focus and express your good intentions.

There is no guarantee that this technique will work all of the time. However, an experiment conducted by psychologists revealed that it can significantly increase the rate of success — this refers to the rate by which people would agree to do a favor for you.

Touching is a strong language. In fact, it is not just effective when you are asking favor. It is also an effective way to show that you are sympathizing with a person. Hence, never underestimate the power of touch.

Chapter 12: Be Silent

Effective manipulation is not just about applying the various techniques that you know. It is also important for you to learn to be silent. Being silent has two advantages. It will allow you to listen more attentively to the person, which will allow you to understand him better; and it is also a good way to draw more attention.

Be silent and learn to listen. You cannot understand or manipulate anyone simply by talking. By being silent, you will be able to clearly identify where the other person is coming from, such as his state of mind. Also, when you are silent, the other person will feel that it is his time to talk. The thing is that people are not usually used to silence. They feel like something always has to be said; otherwise, they will start to feel uncomfortable. You can use this to your advantage. When you turn silent, you can expect for the other person to talk. When he does, pay attention to his words, as well as to his gestures. Learn to understand the true meaning of what he is trying to say. Take note that words and gestures only symbolize the real meaning of what a person is trying to communicate. For example, when a person is heartbroken and tells you that he is hurt. It does not just mean that he is hurt — such pain is more than the normal feeling of getting hurt, and there are usually stories behind it. Also, when you ask a person the usual question: How are you? If you receive the most expected answer, “I’m okay.” Most of the time, especially if you are talking to a woman, it may mean that she is really not okay and would want you to ask her more specific questions so that she can open up to you. As you can see, you can gain advantages when you exercise silence.

Another use of silence is to generate more attention and interest. For example, before you mention something, try to be silent for about five seconds. You will notice that the other person will give more attention to you. Again, people are not used to silence. If the other person is done talking and he knows that it is your turn to talk and you suddenly keep silent for even just five seconds, he will start to feel uncomfortable and rely on you. Most likely, he or she will look at you, and you can rest for sure that you will have his full attention the moment you speak.

As you can see, being silent is a powerful tool that you can use. However, do not use it too much that the other person would feel bored conversing with you. Use it properly and wisely. Again, most people are not used to silence, so you might also feel uncomfortable when you try it for the first few times. But, once you get used to it, you will realize just how effective and useful it can be.

Chapter 13: Use the Other Person's Interest

This technique depends on your understanding of the subject. The key to this technique is to identify the interest of the person. Once you know what he is actually interested in, you can play with that interest in order to hook him in the conversation. You can then use that interest of his to bend him to your will.

Take note that you do not have to learn everything that a person is interested in, but only the main interest that is involved in the conversation. Most people are willing to compromise other things just to get what they want. Now, if you are able to identify what a person wants, you can then negotiate things. The key is simply to assure the other person that he will get what he wants (his interest). This is usually applied by those in politics. For example, a politician may ask a favor from another politician (Let us say, person X). In exchange, the politician would support person X in the next election.

Some people call this practice as horse trading. Simply put, it is simply giving and receiving favors. The key is to assure the other person that his interest will be protected. It does not always have to be guaranteed, but at least assure him that you will work on it. Of course, everyone knows that nothing is for free these days, especially those that may involve key positions of power. Hence, certain exchanges of favors can be made. As long as you play with the other person's interest, you have to advantage to bargain and ask for favors. Of course, it is important that you stay true to the deal in order to avoid complications. This means that you should not promise something that you cannot do yourself.

Every person is interested in something. If you are the one who can satisfy that need or want, then you can negotiate. It is not uncommon to find greedy people who would stop at nothing just to achieve what they want. This is something that you can take advantage of. Of course, for this strategy to work, two things must exist: You must be able to identify the other person's interest, and you should be able to help him to achieve his objective — or at least be someone who can help him achieve it.

Some people use this technique as a way to threaten another person. This applies if you are in a position of power who can prevent someone from achieving his goal if you choose to exercise your power.

As the saying goes: “There are no permanent friends and enemies, only permanent interests.” If you know a person's interest, you can play with it, and use it to manipulate a person to do what you want.

Chapter 14: Make Eye Contact

Making eye contact is an easy way to create more connection, even intimacy. However, not everyone is used to doing it. If you find making eye contact uncomfortable, a simple way to do it is simply to look at the middle of the forehead of a person or at the edge of his eye. This way you will not be looking straight into a person's eyes, but it will seem to him as if you are staring straight at him.

Eye contact does not only show that you are giving a person your attention. It is also a sign of sincerity in what you say. This is the reason why women like it better if you tell her that you love her as you look into her eyes. As they say, “The eyes are the windows of the soul.” If you want to work on looking more sincere, then it is imperative that you learn how to do eye contact — or at least make it look like you are doing it.

Another advantage of making eye contact is that it will allow you to “read” a person. A good way to do this is to ask a series of questions while maintaining eye contact. You can then move to a more sensitive question. This is an effective way to catch someone off guard. According to studies, if the person suddenly looks away when he answers the said key question, then it means either that he is guilty of it or that he also feels uncomfortable to talk about it. Nonetheless, it always means that there is something about the question that makes him feel uncomfortable. Breaking the eye contact means that he would rather avoid talking about it. However, your job as the manipulator is to dig deeper in order to gain more understanding of the person whom you are talking with. Once you have good enough information and understanding, then you will be more able to manipulate him. So, if he breaks eye contact, then that

is the signal that you should pursue that topic even further. The chances are that he will soon get comfortable to talk about it and reestablish eye contact with you, which is normal and okay. The advantage here is that you are able to make him more open to the point that he can now talk about something that he was avoiding. Take note that the more a person talks, the more you can get more information and gain more understanding.

It is worth noting that even if you look at a person in the eye, you should still pay attention to his gestures. Effective manipulators are those who are very observant. After all, you do not have to make eye contact throughout the whole time that you talk with your subject. You should also look away from time to time. Just be natural. However, if you want to impress a point, it is strongly suggested that you do so by looking straight into a person's eyes. Also, if you want to show that you are actively listening to him, then look into his eyes as he talks.

Chapter 15: Be Honest

The best and most authentic way to be sincere is to be honest. When you are honest, there is nothing that you need to hide. You do not have to memorize anything. This is why many manipulators are very convincing. The reason is that they are honest. They give you a good perspective or view of something, and you can verify the facts for yourself and know that they are offering you a real deal. This is because they are honest, so you also feel that you can trust them.

Unfortunately, some people still think that they need to lie in order to manipulate a person. This is wrong. In fact, lying can be counterproductive. Once a person finds out that you are lying to him, you can never hope to manipulate him anymore since he will have his guard up whenever he talks to you. Also, take note that trust is important; and lying is an effective way to ruin that trust. The bad news is that once trust is broken, it is almost impossible to restore. This is true, especially if you operate in the world of professionals.

It is important to be honest. Take, for example, a sales agent who mentions nothing negative about the features or quality of the car that he is selling. Sooner or later you will start to doubt his credibility. After all, there are always pros and cons to everything. People also appreciate it very much if you are straight and honest with them. Most of the time, you do not really have to complicate things just to get what you want. All that you need to do is be completely honest and use right reasoning to show that your “suggestion” or the path that you would want a person to take is the best option. Not to mention, people get very disappointed when

they feel like the person with whom they are talking to is only trying to fool them.

Keep in mind that if you want to succeed and effectively manipulate people, then you should know that honesty is a virtue that you need to learn. Instead of lying, find reasons and create a good logic on why your suggested course of action is the best one to take. Make it attractive and appear practical, as well as reasonable.

By being honest, you can earn trust. Once you earn trust, the easier it will be for you to lead things where you want them to be.

Of course, it is not a secret that lying can also be helpful when it comes to manipulating people. However, it is worth noting that the best way to manipulate people is one that does not involve any form of lying. Your goal is to establish a long-term relationship. Who knows, you might need the other person's help in the future. If you lie to him today, there is a good chance that time will come that he will find out about it. Hence, instead of lying and risking too much, you should strive to be honest and be smart.

Chapter 16: Learn to Disagree

There is a saying that goes like this: “Agree to disagree without sounding disagreeable.” even if you intend to manipulate someone, it does not mean that you should agree with whatever he says. In fact, many people appreciate it if they hear another point of view. After all, if you only agree with whatever a person says, then it only means that there is no help or new information that you have shared with him. However, the problem arises with the way on how you express your different point of view on the matter. When you disagree, you should do so in a calm and professional way. Take note that disagreeing does not mean getting into an argument. Remember that no matter what happens, do not enter into an argument simply because nobody wins any argument. Even if you win it in a technical sense, its natural consequence is that the other person’s pride will be injured. It can even cause humiliation. When this happens, it would be virtually impossible anymore for you to manipulate him. After all, how can you manipulate a person who does not like or trust you? Instead of turning the conversation into an argument, make it into something more constructing, just like when brainstorming for ideas. This way you can avoid arguments and be able to share your views more comfortably.

It is also not good to just agree all the time. Merely agreeing to what a person says can be boring in the long run. In order to add more interest and energy into the conversation, learn to disagree from time to time. Also, disagreeing is an effective way to draw attention. This is true, especially when you sit at a business meeting. However, you need to be sure that you can defend your point properly. Otherwise, it would be better if you do not disagree.

Hence, before you even express your disagreement, make sure that you have good reasons to back it up.

It is worth noting that some people are not good at handling disagreements. Therefore, keep in mind that it is important to maintain your composure and be respectful and polite at all times. Communicate your point gently, confidently, and effectively. Needless to say, you should avoid disagreeing so many times. Choose wisely which parts you would like to disagree to, preferably those that you can defend most effectively. Also, sometimes it is better if you just let it pass and not express your disapproval, especially when doing so will not even advance your own interest but will only cause complications. Hence, disagree wisely.

Chapter 17: Be Confident

“Confidence is the key to winning a woman’s heart.” This is how important confidence is, as well as how powerful it is. Indeed, confidence is also an important element of effective manipulation. How do you think scammers are able to bring about their fraudulent scheme if they did not appear confident before their victims? Take note, however, that there is a big difference between a scammer and one who merely uses human manipulation techniques to get what he wants. However, what this simply shows is that confidence is important whether you want to scam someone or simply manipulate him.

If you are not confident enough with what you say, how can you expect people to take what you say seriously? Also, being confident is important to allow you to pull off these techniques smoothly. It is important that you are smooth and confident in your approach.

When it comes to manipulation, confidence takes so much more than just an empty display of authority. Rather, confidence must come from having actual knowledge of something. In fact, it is this knowledge that you have why people would want to talk and listen to you. Hence, be sure that you have the right knowledge and that you have sufficient amount of knowledge. As you can see, effective manipulation also requires preparation. It is not about defrauding people but being more effective and getting the most of what you have.

Confidence, when backed up with knowledge, builds credibility and trust. As you may already know, having credibility and trust is

important to your success. After all, you cannot manipulate anyone who does not trust you.

Being confident also means that you should appear confident when you talk. The way that you deliver the words must come from a source of authority. Preparation is key. Anticipate the questions that you may be asked and come up with the best ways to answer them. Confidence is key — and this confidence should be based on having the right knowledge and a good amount of preparation.

Sometimes it may take practice to build your confidence. This is true, especially if it is your first time to manipulate someone. The technique, *fake it to make it*, is also applicable when it comes to building your confidence. However, to be an effective manipulator, be sure that you have the right knowledge to support the confidence that you project. Also, it is worth noting that being confident is not the same as being boastful. Do not be full of self-ego; rather, confidence must come from a source of knowledge — that you know and understand what you are saying or doing.

Chapter 18: Be Unpredictable

Do not let anyone be able to *read* you. Otherwise, you might end up being the one who is manipulated instead of the other way around. Hence, it is also good to have a shroud of mystery from time to time. Being too open and doing what others expect for you to do can be boring in the long run. In a way, it may even make you lose your value. In order to keep people interested, you should not let people know what your next move will be. Yes, they may have expectations of what you will do next — and such expectations are what will make you appear more interesting. To do this, you need to do something unexpected. Take note that concrete action is important. A good example is when you are courting a woman. Instead of doing the common and expected stuff like giving her flowers and chocolates, you can come up with something unpredictable. You can write her a song, even a book.

You do not have to be unexpected all the time. Otherwise, people will know that you are doing it deliberately. Do not forget that when you are manipulating anyone, it is important they nobody should know that you are engaged in manipulation; otherwise, it can ruin all your efforts.

Accept the fact that the word “manipulation” may not always sound or look good. It is like taking advantage of someone or gaining an advantage at another’s expense. So, when you apply any of these manipulation techniques, it would be best to keep things to yourself.

You do not need to do anything grand just to be unpredictable. In fact, you can apply this technique in your day-to-day conversations.

Learn to be able to identify and express an interesting idea while engaged in a conversation. Not to mention, people like to make deals with those whom they find interesting to talk with.

Of course, this technique means that you should be unexpected in a good way, and not make it look like you are merely trying to draw attention to yourself. Also, this strategy is about getting someone (or some people) to be more interested in you. In a world where many people are like machines doing the same things over and over again, suddenly doing something else out of the ordinary would look interesting. If you do something nice, then you can expect for positive consequences or outcome.

Once your subject takes notice of you, then a connection is made. You can then take advantage of such connection and apply other manipulation techniques. The purpose of this strategy is to make your target take notice of you and be more interested in listening to what you have to say.

Chapter 19: Build a Good Relationship

You cannot successfully manipulate anyone in a spirit of adversity. Effective manipulation is founded upon a good relationship. In fact, many times you do not even have to manipulate people once you already have a good relationship with them. All that you need to do is ask.

There are many ways to build a good relationship. In fact, much of it is not focused on manipulating a person or making him do something to your advantage. Hence, it is easier to do. So, how exactly do you build a good relationship? There is no hard and fast rule on this subject. However, the basic rule is that if you want to have a good relationship with a person, then you need to treat him nicely. Having common interests is also a good way to build a bond with a person. For example, there are many professionals and entrepreneurs who spend more than 50% of a meeting with a client talking about things that they love doing instead of the on-going work or project. In China, it is also customary for businessmen to talk casually before they discuss serious matters. They refer to practice of building a good relationship as *guanxi*, and it is a vital element in Chinese business culture that is applicable even today. Of course, building *guanxi* or good relationship is not limited to the Chinese people. After all, everyone wants to work with someone whom he or she feels at ease with.

Take note that building a good relationship means so much more than doing business. In fact, you can expect that a big part of it is when you talk about things that you do outside of work. For

example, it is not uncommon for businessmen to play golf together as they discuss their next investment.

Another advantage of building a good relationship is that it will allow you to get to know more the other person. It is also the way to establish trust. Now, there are two views with regarding building a good relationship. There are those who say that building a good relationship also means building a bond of friendship with the other person, while there are those who believe that it is better to keeping everything professional without any form of friendship. After all, professionalism can still create a good relationship. The reason is that friendship can soon lead to abuse. Now, there is no rule as to which approach is better. But, it is strongly recommended that you carefully pick those people whom you would like to turn into friends. Do not forget that there are many shrewd people out there who wish to take advantage of another person's weakness or kindness. Also, it is not a secret that there are friends who also turn against their friends. Be sure to protect your privacy and your interest.

You should also be aware of what people refer to as the *favor bank*. The term was coined by a Brazilian novelist, and its meaning applies in professional everyday dealings of people. What it means is that people have to manage their *favor bank*. Sometimes you need to make a deposit (do a person a favor), and other times you will have to make a withdrawal (ask a favor). it is worth noting that in the professional world, this principle applies even among friends. Hence, do not feel bad if a person whom you have treated as a friend also apply this principle to you. This is simply how the world goes around for the majority of people. Needless to say, you can also take advantage of the *favor bank* from time to time by

making a withdrawal (asking a favor without any manipulation involved).

This technique is one that you should carefully take note of. Building a good relationship can save you lots of work and hassle. Many times, a good relationship is enough to make a situation work for you.

Chapter 20: Experiment and Develop Your Own Technique

Manipulation is an art. Therefore, feel free to experiment and develop your own technique. Books on manipulation like this one merely serve as guides. True manipulation is an art form. Hence, feel free to make changes or adjustments to the techniques in this book. The important thing here is that you get to realize the fundamental elements of manipulation. It is also worth noting that not everyone is the same. For example, a certain technique may work well on person A but fail to get any success when you use it on person B. It is important for you to be flexible enough and learn to adjust according to the circumstances.

As much as possible, try to improve the techniques in this book and even develop something that is completely your own. There is really no rule as to what makes manipulation effective; the only important thing is that it works.

It is also suggested that you become more open and get to know people who are probably also interested in this kind of human art. By doing so, you can share interesting ideas with one another and be able to develop the craft of manipulation even further.

It is also advised that you read books on human psychology, such as those about understanding the different gestures and body language. Of course, part of experimenting is to apply your knowledge. When you do, make sure to keep an open mind and welcome new ideas.

Usually, developing a technique comes in the form of trial and error. With about 10 new techniques that you have, you may be able to find one or two that work well. Of course, it is also possible that none of the techniques may prove effective. The important thing is that you learn from every experiment and have a better understanding of what works and what does not.

It is important that you learn to be open to continuous development. The art of human manipulation is continuously growing and evolving. It will help you get ahead of the competition and make people bend to your will.

Chapter 21: Practice

It is worth noting that you cannot master the art of manipulation just by reading books. Like any other art form, you need to engage in regular practice to achieve mastery. If you barely practice the techniques, then they may barely work for you. The good news is that there are many instances to apply these techniques, so you will definitely not have a hard time in finding opportunities to practice them.

Continuous practice is important. You need to turn these practices into a habit and learn them by heart. Of course, you should also be open to new learnings and techniques. In the end, human manipulation is still an art form; hence, it has room for improvements and new strategies and approaches.

Just like in martial arts, there is no such thing as the best technique. The best technique will depend upon the circumstances of a situation. However, you need to keep up to date with your practices so that when the need arises, you will be prepared to pull off whatever technique is needed in any situation.

Another thing that you should practice is not just how you can apply the techniques with the best proficiency, but also how you can control yourself. Manipulation is a powerful art that needs sufficient amount of discipline.

Chapter 22: Common Pitfalls

Using the right techniques is an important part of manipulation. However, to increase effectiveness, you should also be aware of the common pitfalls or mistakes that you must avoid. Beginners, and even advanced manipulators, fall into these pitfalls from time to time, which significantly decreases the effectiveness of a technique.

Too much focus on your interest

Many people fail because they focus too much on their own interest. Instead of creating what seems to be a mutual environment, they talk about their own interest. This makes it obvious to the other person that the reason why you even communicate with him is that you will gain something from the transaction. Also, focusing too much on your interest will prevent you from seeing things from the other person's perspective, which means that you will not be able to understand him completely.

So, how do you avoid this pitfall? The key to avoiding this pitfall is to always have a plan. You should have a short-term plan, as well as a long-term plan. An important part of the plan is to be able to identify what your main interest is or what it is exactly that you want to get from a deal. Take note that you do this not to focus on it while you are with the subject but simply to remind you of your objective so that you will not stray away from your goal. It is worth noting that true manipulation is a subtle art. Therefore, you do not reveal to your subject what it is that you will gain from a certain course of action or decision. In fact, many proficient manipulators barely talk about their interest. Instead, they focus on the situation and their subject. This is why it is difficult to identify the real

manipulators. They usually operate in silence and avoid talking about themselves. Instead of focusing on the *I*, you should change your perspective and focus on the *you*. From there, you can make adjustments to put things in your favor.

Not enough practice

Even if you read all the books that have been written and will ever be written about manipulation, you will never get really good at manipulating people if you do not spend time practicing the different techniques. Just like any other art form, manipulation requires a good amount of practice. Therefore, if you are really serious about applying manipulative techniques, then you should be ready to spend some time and effort in actual practice.

As already mentioned, the good news is that there are many opportunities to practice the art of manipulation. It can be applied in your business or profession, as well as in your day-to-day engagements with people. Everyday conversations are also excellent opportunities to practice your skills in manipulation.

There are different techniques of manipulation. It is suggested that you practice each technique as many times as needed until it becomes second nature to you. This means that your training should reach a point where you can apply a certain technique smoothly and comfortably. Do not worry; this is not really hard to do. During the first few times that you try a technique, you may find it quite uncomfortable or even difficult to do. Simply persist and do it many times, and you will soon notice that it gets easier every time that you use it. Once you have mastered a particular technique, then feel free to learn another technique. It is suggested that you focus on learning the techniques one at a time. Aim for

mastery. Keep in mind that the best manipulators are those who can pull off manipulative techniques so smoothly no one recognizes it. True manipulation is a sensitive art. Just like anything that is worth learning, it takes effort, time, and practice.

Too predictable

You should strike a good balance between being predictable and unpredictable. Being too predictable is not good because this will allow people to *read* you and your actions. In fact, being too predictable may even cause you to be manipulated by other people. However, being too unpredictable is also not good, because it does not give the subject a chance to know you. If the subject feels that he does not know you that well, then he will find it hard to trust you. As you should already know by now, trust is an important element of effective manipulation.

So, what should you do? You have to get a good balance. After all, the best way to be unpredictable is to do something different than what the other person predicts you would do. Hence, it also means that you should be predictable in some way. The key to this is to know that details that you can reveal to your subject, as well as those things that you would rather keep to yourself. This way you get to be in control of everything. You can be predictable in one sense, and unpredictable in another.

Using force

Keep in mind that the most effective manipulative techniques are powerful not because they dictate or impose upon a person what should be done, but because they are so subtle yet effective. Since

they are too subtle, the subject has no chance to doubt, much less to realize that he is already being manipulated.

It is also worth noting that when you force something, you tend to reveal your real intentions, which can defeat your purpose. Do not forget to rely on subtle techniques and applications, and never use force. Using force is only an effective way to push your subject away. Take note that when a person feels that he is being forced or compelled to do something, this will tend to activate his defenses. He may even begin to doubt if he could really trust you. You cannot afford to be in such situation.

If you just come to think of it, there is really no need to use force if you apply the techniques properly. In fact, if you ever feel or think that the use of force is your only option, then you should stop and reconsider what is happening. More often than not, it only means that you are not applying the techniques properly. If you pay attention to the different techniques, you will notice a natural flow in them. They do not, in any way, demand or dictate to another what to do. Rather, they work in a spirit of cooperation. They encourage the subject to open up; they give options, and then they gently lead the subject to a particular course of action that you want him to take. All these happen smoothly without any form of force or pressure.

Wrong mindset

Effective manipulators are objective in their approach. However, they also understand that they have to play with the state of mind and behavior of their subject. Hence, they adapt a state of mind that is flexible yet objective. Also, you have to realize that your real objective is not to fool a person, but simply achieve a particular

goal that you want. Whether or not to achieve your object requires that you trick another person into doing something is only incidental to your main action.

It is also worth noting that true manipulators do not actually think about manipulating anyone. Hence, they are able to face their subject without guilt or any uncomfortable feeling. Again, you should think objectively. Manipulation is not about being bad to people, but it is about exercising a strong influence on people in order to get the outcome that you desire. The important thing to focus on is the situation.

How about guilt? Some people who try manipulating others end up feeling guilty. Take note that if you want to get really good at the art of manipulation, then you must remain guilt-free. You might be wondering: “How can I feel not guilty if I trick people? This is the common misconception about manipulation. Take note that you do not literally fool people when you manipulate them. Take, for example, how managers motivate their employees for the best interest of the business. Are they tricking or fooling their employees? Of course not. Rather, you influence people in a good way. After all, if that which you want to achieve is really something good, then what is wrong with encouraging people to act towards that goal?

However, it is also worth noting that the art of manipulation can also be used for evil purposes. Just like a knife that can be used for good like cooking, it can also be a cause of destruction. In this regard, it is up to you to decide how you want to use this power.

Greed

Greed is something that you should control. It is important for you not to be greedy; otherwise, it can ruin everything that you have built, including any good relationships. Although you can influence people and manipulate them to do your will, you should not let such power to cloud your judgment or way of thinking. It is important that you set realistic goals. Also, be reasonable at all times. Do not forget that life means so much more than manipulating people, so be sure to also focus on other things. Also, greed, especially when it comes to power, can be dangerous. Be sure to exercise control of yourself and your desires.

Lying

This may surprise you, but the most successful manipulators do not lie, or at least they do not lie too many times. Rather, what they do is to find a better perspective in looking at the same situation, and then they take advantage of it. Also, every time you lie, it is something that you need to remember. Hence, if you end up with so many lies, then you will also be full of things to remember and memorize just to keep up with your lies. The thing is that you do not even have to lie. Lying will only make things complicated. Also, if a person finds out or even feels that you are lying to him, then it will be almost impossible to manipulate him. So, avoid lying as much as possible.

Poor branding

The art of persuasion is like a business. You must also learn to brand yourself - your personal brand. It is important that people get to like you as a person. In order to get the maximum influence and power, people must feel connected to you on a more personal level. The deeper this connection grows, the more you can manipulate

them. Hence, do not just focus on promoting your products and/or services; be sure that you also promote yourself in a way that people will be more interested in you.

Making people like you is an important ingredient of manipulation. Once they like you, the easier it will be for you to gain their trust. In fact, people usually give their trust to someone whom they like. However, if they do not feel such likeness, then you also cannot expect to exercise a strong influence upon them. Keep in mind that effective manipulation is about influencing people without giving them an opportunity to raise their defensive walls. The good news is that when people like you, they tend to put their walls down and keep them that way. This makes them vulnerable to your strategy — which is a good thing. However, for this to happen, you need to make them like you. Of course, there is no hard and fast rule on how people will like you, but much of it depends on how you deal with them when engaged in a conversation.

It is also worth noting that not being hated does not automatically mean that the person likes you already. Hence, just because a person has nothing bad to say about you does not mean that he has nice things to say about you. It may take time and effort to build a good name, but it is well worth it.

Of course, you should not beg for people to like you. The suggested practice is that the moment that you realize that a person does not like you, and you think that it may be hard to gain his or her trust, then look for another way to achieve your objective. Take note that there are many ways to reach a goal. Of course, it is also inevitable that sometimes there are certain challenges that you cannot escape. What is important to remember is that no matter what happens, there is always a way for you to succeed.

Not knowing your subject

Keep in mind that knowing your subject is an important part of the process of manipulation. Once you have a good understanding of your subject, the easier it will be for you to know the specific to use on him. Understanding your subject is also important when it comes to measuring the effectiveness of your approach.

It is also worth noting that you should avoid the common mistake of having preconceptions of your subject prior to actual engagement. The suggested practice is to keep an open mind and understand your subject without any preference or prejudice. Do not control who your subject is. Instead, accept him as he is. From there, you can have a better understanding of him, and you will know what steps to take.

Doing everything by the book

Although you can learn a lot by reading books on human manipulation or persuasion, it is important to note that like any other form of art, this is not something that you can measure or limit with a book or books. Hence, do not be afraid to exercise your creativity and try out new things. Although books are essential to give you knowledge on the subject of manipulation, take note that you are free to make changes or even develop your own theory. Do what works for you.

It is also worth noting that the practice of manipulation is a continuously evolving art form and that as long as humans continue to exist, then there is no end to its development.

Lack of patience

Another common mistake committed by beginners and even intermediate manipulators alike is lack of patience. Do not forget that manipulation is a process. It is not something that happens in an instant. Building a connection with your subject can take time, especially building trust and confidence. Therefore, it is important for you to be patient. The problem is that if you rush the process, then there is a good chance that it may not work. Just like anything that is worth having, it can take time to fully materialize.

Not taking a break

Keep in mind that manipulation is a process. It is not unusual for it to take time before you reap the fruits of your labor. Therefore, give yourself a chance to relax from time to time. Just because you have used a particular technique on your subject today does not mean that he is already open to your “suggestions.” Sometimes it can be much harder than it seems. But, do not worry; that is normal. Just remember to give yourself time to relax. Also, when you give time for yourself to take a break, you will be able to clear your mind. And, with a clear mind, the more you will be able to come up with interesting ideas, and the easier it will be for you to execute the techniques.

The best way to take a break is to get yourself busy with things that are not in any way related to manipulation or the thing that you want to achieve. Hence, when you take a break, that is the best time for you to go out on vacation with your family and friends. Do not worry; you will get back to work after some time — and when you do, be sure to come back stronger with a more relaxed and open mind.

Underestimating your subject

Another common mistake committed by those who study the art of manipulation is underestimating their subject. Take note that whomever your subject is, he is also capable of analyzing what is happening. Therefore, even if you consider yourself as an expert, then it is still best to be humble and careful with every step of the manipulation process. This is true, especially if the person with whom you are dealing with also reads books on manipulation. Worse, if he or she also practices manipulation. Therefore, do not underestimate your subject. Be careful when you apply any technique. This is another reason why you should spend a good amount of time with actual practice. Some people are simply harder to persuade than others. But, do not let this discourage you. Instead, take it as a challenge and focus on developing your skills.

Staying in your comfort zone

Continuous development is important. When you feel that you have been in your comfort zone for a long time, then it is time for you to learn new techniques and get back to your practice. Do not overlook the fact that a time may come when you will be faced with someone who would be almost impossible to manipulate. Being in your comfort zone for too long means that you are no longer improving. When it comes to human manipulation, there are many things to learn and practice. In fact, you will never run out of things to be busy with. Although it is good to take a break from time to time, be sure to get back to your practice and learn more.

Resisting change

A normal part of the process of learning how to manipulate effectively is to experience some changes. Manipulation will teach you to be more confident, shrewd, and more objective. It will also teach you to take control of your emotions. The good news is that it often leads to positive changes, mainly because you learn to exercise more self-control. You should not resist these changes. However, it is also possible that you may experience some negative temptations or changes. The power that you exercise might make you feel like you can just trick people and make them do whatever you want. In this case, such change has a negative quality. You should be careful about such changes because it can corrupt your personality. Needless to say, such negative changes should be avoided. Stick to positive changes, and you will never go wrong.

Even when you learn to manipulate people effectively and get really good at it, it is still suggested that you remain humble and kind to people. Never underestimate the power of kindness. Many times, kindness is all that you need. In fact, it is suggested that you only resort to manipulation when you are left with no other positive and easier choices. Also, just because you now know how to manipulate people does not mean that you should always win all the time. Sometimes it is also nice to just relax and let other people take the advantage. Be kind.

Know your morals

It is not uncommon for people who study the art of manipulation to use it only for their own ends, sometimes at the expense of other people. Although this is part of the power that you will possess when you learn and practice the art of manipulation, it is important that you do not forget who you are. Many times it is advisable not to apply manipulation even if you can. Sometimes it is good to just

give way and let someone else “win.” Since manipulation is a powerful skill that can change lives, it is right and just to use it carefully. There are many people who resort to it when there is an extreme need, while others abuse such power to the point that they apply it even in situations when they do not even have to use such kind of power.

Before you even start to apply the techniques in this book, it is strongly suggested that you look within yourself and find out why you want to learn this powerful art and skill. Are you going to use it to advance your personal interests or to promote justice and equality? There is no right or wrong way of answering this question. The important thing is that you should be honest with yourself. Should you decide to use it only for good, but along the way you notice that your path is getting corrupted by selfish motives and interests, then you should control yourself. The best thing to do is to stop. Give it a break. Come back to it again when you are more relaxed and ready.

Conclusion

By now, you should already have a good foundation and understanding of how to effectively manipulate people to achieve your goals. Keep in mind that human manipulation is a sensitive art. Although it has been used for ages, it is guarded as a secret because of the great power that it can create and wield. It is up to you to decide how you want to use this power.

This book is not the only book on human manipulation. However, this manual was carefully written to ensure that its reader will be able to draw from it the important lessons on human manipulation. Take note that the art of manipulation is not something you master overnight. If you want to get good at it, then be prepared to invest some time and effort in it. The good news is that manipulation is doable. In fact, there are people in the world who use it successfully without being detected. It is important for you never to give up, and always keep in mind that no matter what happens, there is always a way for you to achieve your dreams.

There is a reason for everything. Hence, there must be a reason why this book has found its home in your hands. Whether you want to use this book to get a better job, seduce a person, or achieve whatever it is that your heart truly desires, is up to you. You are the master of your universe.

Learning how to effectively manipulate and persuade people can open the doors to greatness and success. May this book be a source

of light that will lead you to a life of love, peace, happiness, and prosperity.

How To Analyze People

21 Proven Techniques to Secretly Analyze
People and Understand Body Language,
Personality Types and Human Behavior

Leonard Moore

How to Analyze People: 21 Proven Techniques to Secretly Analyze People and Understand Body Language, Personality Types and Human Behavior

Thank you and congratulations for purchasing “*How to Analyze People: 21 Proven Techniques to Secretly Analyze People and Understand Body Language, Personality Types and Human Behavior*”. This book was designed to help you secretly analyze people so that you can get a better understanding of who they are, what intentions they have, and what they are trying to achieve.

There are many reasons why you might want to learn to analyze people better! Perhaps you enjoy people watching and this allows you to “know” people more, or perhaps you are interested in being able to better understand the people in your life. Analyzing people gives you the opportunity to understand virtually everyone in your life much better, from friends and family to bosses, coworkers, employees, and even customers. This can help you with people you have known for a long time, and people you are just getting to know.

The biggest benefit of being able to successfully understand other people is that you gain a better idea of how to place yourself in the situation. When you get to know someone’s intentions on a deeper level, such as through secretly analyzing them, it becomes much easier to tell how you can act in the situation. You may want to act a certain way in order to diffuse a situation or reason with someone, such as if someone is in a bad mood and is taking it out on you or someone else. Or, you may want to act in a way that will have them feeling connected with you and willingly agreeing with what you say, such as in a business meeting where you are conducting important negotiations. Knowing how to analyze people effectively helps you on many powerful levels when it comes to you sharing more positive interactions and being able to get your desired outcome every time.

In this book, you are going to learn 21 of the absolute best strategies for secretly analyzing people. These strategies can be used by you when you are looking to analyze virtually anyone, from a man across the room to the woman directly in front of you. Whether they are a complete stranger you are trying to understand more, or your own boss or mother that you are trying to reason with, these tips will help you.

Each chapter has been broken down to provide you with one technique, in-depth. You will learn about how this technique works, what you can do to amplify your success with it, and how you can make use of this technique in your everyday life. If there are any other special pieces of information you should understand in order to put that technique to use, you will learn about that as well.

The chapters have been designed to give you two important perspectives surrounding this information. The first perspective is how you can analyze other people. This is what you expected coming into this book, so naturally this is what you are going to get! However, there is another perspective we are going to explore in this book as well. That is, we are going to explore how you can use this knowledge to shape the way other people think about you. Yes, by understanding how to analyze people, you can determine how you can change the cues people pick up on when they are analyzing you! This means you can be directly in control over how people perceive you, whether or not they are trusting of you, and the success you gain out of interactions. If you are typically calm and shy but want to be known as confident and outgoing, you will learn exactly how you can make that change. If you are looking to go in the opposite direction, that is possible to.

The biggest part of this book is understanding exactly how human analyzation works. Many of the tips you are being given are used by FBI agents, personal investigators, and other spies and undercover agents. This means that these tips extend far beyond the basic realm of human analyzation. Instead, you are going to learn everything that a spy would need to know in order to analyze the people he or she is watching. Through these tips, you will learn to secretly and effectively read the people you are trying to learn more about. If you are ready for this, please read on! And of course, enjoy!

Chapter 1: Learning People's "Baseline"

The very first step in successfully analyzing a person is being able to generate a "baseline" of their behavior. By understanding how this person typically behaves, you are given the best opportunity to determine what is out of the normal for them. Creating a baseline of people's behavior helps not only understand who they are typically, but it also helps you see when they are deviating away from their traditional behavior. These deviations will also give you important analytical information, so be sure to pay attention!

How to Gauge the Baseline

The first step in gauging someone's baseline is to spend some time analyzing them. This will give you plenty of time to see their mannerisms, understand their standard behavior, and discover how they differ from situation to situation. For this, you are going to analyze using the various techniques we are going to discuss in following chapters. However, to help you understand how this works, let's look at a real-life example:

Deborah is the new accountant at your financial firm. Ever since she was hired, your employees have been telling you that she is not trustworthy, but you want to find out for sure. Naturally, you don't want to accuse her if you have no reason to believe that anything is wrong. However, because they are saying she is not trustworthy at her job, you want to observe her when she is not working as much as possible. You pay attention in the breakroom, when she first arrives at work, and after work when everyone is out in the parking lot after closing the firm for the day. Along the way, you notice that she tends to be a very cool and calm person. She doesn't use many grand gestures, she seems to laugh and smile a lot, and when she is conversing with people she exudes a powerful confidence. Her eyes are always focused directly on you when she is talking or listening to you, and she is great at making you feel as though you have her full attention. The only unique

characteristic you notice is that she tends to twirl her hair around her hand and fix her glasses frequently.

Now that you have observed Deborah when she is not supposedly doing anything wrong, you have a strong idea of what she is like for her baseline. Overall, she is a calm, cool, and confident person who doesn't seem to stand out much. She seems positive and happy, and otherwise relaxed. This is likely why you have developed a sense of trust in her, because she is able to remain so relaxed and poised when talking to people. Now, however, you can use this observation to help you dig deeper and learn more.

Finding and Understanding Deviations

Expanding on our example with Deborah, you now have a clear idea of who she is when she is not feeling any particularly outstanding emotions. It is time to use this to help you determine whether she may or not be doing something shady when she is actively working. Equipped with your baseline knowledge of who she is, you now start paying attention to her behavior when she is actively working. You pay attention to her when she is sitting behind her desk, with the door closed. Through her window, you watch while she works. You are down the hall and talking to someone else, so it is easy for you to pretend you aren't actually paying attention to her. This is what you notice:

Deborah starts out cool and calm when she is working. She pays attention to the computer and seems deeply focused on what she is doing. You are not concerned, at least not yet. After a few moments, you notice she suddenly starts glancing at the window and her door frequently. You can see she seems to be "on the lookout" for something, or someone. Her eyebrows seem to pinch together and she goes from looking cool and calm to looking fidgety and somewhat nervous. Her movements have quickened, and she seems to be acting fast. After a few minutes of this nervous behavior, she suddenly slows back down and becomes cool and calm again. She then stands up, leaves her office to get a drink of water, and goes back inside. This time, she leaves the office door open.

As you can see, Deborah's calm and collected mannerisms changed for a short period of time. Not only was she nervous, but she was also on the lookout and trying to keep attention off of herself by keeping her office door closed. When she was done with whatever was making her feel so nervous, she left to get a drink of water and likely to calm herself down again. Upon returning to her office, she left her office door open. She no longer felt the need to hide, likely because whatever she was doing was now completed. With this new observation, you may have the grounds to begin questioning Deborah. Of course, you have no evidence yet, so you cannot accuse her of anything. However, it becomes clear to you that your employees are not wrong about her and you need to pay closer attention to what she is doing to avoid anything wrong or illegal from happening.

Chapter 2: Personality Types

Every single person has a personality type. Cool and calm, quiet and shy, confident and loud, these are all different types of personalities that people may have. There are many more, too. A person's personality type is generally a label for their typical characteristics. For example, Type A personality types are more likely to be commanding and in-charge, whereas Type B personality types are more likely to be quieter and more submissive. Understanding someone's personality type gives you a good idea of what their baseline is, as well as what you may be able to expect from them in various situations. Let's explore how you can get an idea of what someone's personality type is.

How Do They Answer Questions?

One important thing to pay attention to when trying to gauge people's personality type is how they answer questions. Extraverts often answer questions quickly and have a tendency to think out loud. This means that they will likely verbalize several thoughts before officially giving their final answer. Alternatively, all of these thoughts may work together to create their overall answer. Introverts on the other hand are far more quiet. They may use a filler word such as "um" or "uh" while they think about it, but they are less likely to provide as much information about the thought process. Instead, they will quietly mull it over in their mind until they have an answer for you.

Are They Focused on the Past and Present, or the Future?

There are two different types of people when it comes to how they perceive life. One type includes people who prefer to sense things. These people are more concerned about right this minute, and also use the past to create their overall outlook on life. In other words, they combine the past and present to create their perception of reality. The other type of person is known as an intuitive. Intuitive types are people who are more focused on the future.

While they are presently living in the moment, they are likely to be looking for what is coming next, rather than mulling over what has already happened.

How Do They Consider Others in Decisions?

If you want to know what drives a person, pay attention to how they consider other people when they are making decisions. People who make decisions quickly without considering how the outcome will affect others are known as thinkers. These are people who are more focused on the logical, rational, and thought-based side of things. They are likely not intentionally ignorant toward how the outcome affects others. Instead, they are simply driven by thought. The opposite of this includes those who are driven by their feelings. These people are more likely to pay attention to how the outcome will affect both themselves and the other people in their lives. They want to know what the emotional repercussions will be and they are very careful to make sure that no one gets hurt as a result of their actions.

How Do They Adapt to Change?

Some people adapt well to change, others don't. Knowing this element of a person's personality type can greatly help you when it comes to understanding them as a whole. If a person tends to be open to options and is willing to look at all different solutions for a problem, they are more likely to be comfortable with change. They are able to adapt to any chosen solution and are typically more interested in choosing the best solution for the question rather than the best solution for them. The other type, then, is someone who is not good with change. These people choose the solution that answers the question and keeps them feeling comfortable in the solution. They are unlikely to want to change their decision and will typically defend their solution quite gravely.

Combining the answers to these four questions is the best way to really gauge how a person is in various situations. You will be able to understand

and predict how they are most likely to act under a variety of different circumstances, making it much easier to understand their personality type. Remember, everyone has a different placement on the personality spectrum. Some may be louder and more outgoing than others, whereas others might be more quiet and reserved. They may, however, share qualities from opposite ends of the spectrum. The best way to gauge exact personality type is to look at each person as an individual and build their baseline with this knowledge.

Chapter 3: How they Treat Others

The way someone treats other people says a lot about a person. Studies have proven that the way we treat other people is a reflection of how we think and feel about ourselves. Since most of our actions, including our behaviors and personality, are based on how we feel about ourselves, this can teach you a lot about who someone is, and what they are like as a person.

Let's take a look at the two very different forms of expression when it comes to how we treat other people: hateful, and kind.

Hateful People

People who are hateful often express this toward other people. They are unkind, say rude things, are not considerate or thoughtful about other's feelings, and often make people feel uncared for or unappreciated in their presence. The way they express themselves to other people is often highly pessimistic and they rarely show positive interest or attention to anything. They intentionally cause harm and suffering to those around them, either through their words or actions. They seldom care about someone else's feelings, unless it may benefit them in some way. They are not true or genuine in their intentions, they simply appear as though they are only there to hurt other people.

Unfortunately, you are likely to come across many people like this. These tend to be the people we want to guard ourselves against, so knowing how to analyze these people means that you can make it much easier for you to avoid their wrath. However, you should also know what this says about them.

People who are hateful and rude are often experiencing severe pain in themselves. From an analytical point of view, this can give you a great amount of detail about who they are. You may combine this trait with others you have witnessed when you were learning more about their unique personality type and determine that they are actually very shy, under

confident people who are living in the past. Or, you may discover that they are otherwise outgoing people but have been brought down by a great amount of stress in recent years. Pay attention because people with hateful personalities are typically ones that have a lot more to analyze than those who are not hateful.

Kind People

Kind people are the ones that make us feel good about ourselves. When we are around them, we have a tendency to feel confident and positive. They make us laugh, they boost our self-esteem, and they are genuine about everything they say and do. They always consider others when they are making a decision, and if they know they have to make one that will hurt someone else, they are not quick to make that decision. Instead, they are willing to look for alternative solutions to protect everyone involved. Kind people are funny, empathetic, compassionate, caring, positive, and generally optimistic about life itself. They may use dark humor for fun and they will definitely experience difficult emotions, but their general outlook is positive.

People who are kind outwardly prove that they are feeling positive on an inner level. They typically have a high level of emotional intelligence, meaning they know how to regulate their emotions and they can manipulate a room to be as positive as they are through their emotional regulation. They are great at cheering people up, likely because they are also great at cheering themselves up. They will have their vices, as well do, but they will be more likely to manage their vices. Kind people are self-aware and generally know how to work with different elements of their personality to express themselves in such a kind way. They are usually at peace inside, and rarely have anything guilty on their conscious.

Kind people are a lot less intricate and complex than hateful people. They are at peace, which means there is nothing deeper for you to analyze. They are not suffering inside, and if they are they are capable of managing that suffering effectively. If someone is genuinely kind, you don't have to dig around to find out what is causing them to be the way they are, because there is typically nothing more than peace underneath.

Chapter 4: Word Clues

The words people choose to use say a lot about who they are and how they feel about themselves and life in general. When you begin to actually listen to what someone says, you are more likely to understand how they think and feel about the world around them, and about themselves. Let's look at some different sentences, their key words, and what they tell you about the people saying them.

"I won that award again."

The key word in this sentence is "again". This shows that the person sharing the information has already won the award. This tells you that they like to boost their self-image, but also that they likely have a great deal of confidence. They may brush it off like it's casual, but in reality they are looking for the attention of other people. They want others to flatter them through kind and uplifting compliments, so they fish for them through their choice of words.

"I worked hard to bring my dream to life."

The key word in this sentence is "hard". This means the person believes their goals are difficult to achieve and that they have to exert a lot of energy and effort to get to where they want to be. They may also defer gratification by saying that they didn't directly earn their goal, their hard work did. If you are someone looking to hire an employee, seeing someone use this type of word clue would be positive as it would help you determine that they are more likely to be productive, hard-working people.

"I patiently waited for the doctor to call my name."

There are many clues you can discover from the word "patiently" in this sentence. First, it may suggest that the speaker was bored. Or, perhaps they were waiting to do something else that was important and despite waiting

patiently they were feeling pressed and impatient inside. The biggest clue you can learn from this sentence, however, is that the person speaking had some other pressing matter they wanted to deal with but that they were waiting for the doctor instead. Because they were waiting, however, shows that they can adhere to boundaries and are not angry or quick to jump up and deal with whatever pressing matter they had, instead they continued to wait patiently.

“I decided to go ahead with this option.”

Using the word “decided” shows that this person had to put a lot of thought into their choice. They weighed all solutions, looked at the pros and cons, and eventually made a decision that they wanted one more than the other. Using this type of wording means the person might have struggled slightly with the decision, but it also means that they are not impulsive. They did not jump out and make a decision on a whim. Instead, they paid attention to the details and weighed their options. A person who was impulsive would have said “I just made that choice.” With the word “just” meaning they made the choice without much consideration one way or another.

“I did the right thing.”

This sentence, particularly with the word “right” in it, means that the person who made the choice struggled to make it. They did something, but they likely struggled with a moral, ethical, or even legal dilemma that made the decision difficult for them. Seeing someone use words like this means that, despite what dilemma they were faced with, they had the courage to make the ethical choice. They did not choose what was more convenient or easy, instead they chose what was right. This is a positive reflection of their decision-making skills and loyalty.

Chapter 5: Reading Between the Lines

In addition to listening to what a person is saying, pay attention to what they aren't saying. Look for clues that give away how they actually feel about the words they are talking about. Pay attention to their body language, and take the time to really look for clues that they mean a lot more than just what is coming out of their mouth. Here are some tips and techniques for reading between the lines.

Look for Emotional Cues

The emotions behind what someone is saying is a strong indicator for what they mean with the words they are saying. For example, when someone says “no that doesn't bother me” but they clearly sound frustrated, you can assume that they are, in fact, bothered. Although, they may not want to talk about the subject. Pressing for more information at this point may not be ideal, unless the other person in the conversation knows the person well enough to know how to help them through their difficult emotions. If you don't, the best way is to let them work through it and revisit the subject at a later time when they have had the opportunity to calm down.

Listen to Their Tone

The tone of someone's voice will let you know about their emotions, but it will also let you know about what they meant by what they said. For example, if they're in a bad mood but they are joking about something, they may not be in an entirely bad mood. Or, they may be in a bad mood but are using humor to try and feel better. Alternatively, they may be in a bad mood and they don't mean to joke at all. Instead, they are being sarcastic and they are using a joking tone to convey their sarcasm. It is a good idea to pay attention to what the tone of voice is when people are talking as this will shed some light on what they actually mean.

Look for Context

Sometimes, you may not know exactly what a person means until they have context. If you are analyzing someone and are not a direct part of the conversation, for example, you may not have much context for what they are saying. As a result, you may not get a clear idea of what the true message is. Look for context in what they are saying. Try to get an idea of what the overall topic is, if they already have any emotional investments in it, and anything else you can gather. The more you understand about the subject being talked about and how each person in the conversation feels about it, the easier it will be for you to read between the lines and understand what people mean, even if they aren't saying it clearly.

Chapter 6: Basic Body Language

As you likely already know, body language is a powerful part of how we communicate. Naturally, if we want to analyze someone correctly and get a true understanding of what they are trying to say, who they are, what their personality is like, and any other information on them, you want to pay attention to their body language. Again, for body language you want to create a general baseline for the person before looking for clues as to what additional body language means. So, before we get into complex readings, let's pay attention to some of the basics.

Crossed Arms or Legs and Leaning Back

Perhaps one of the most basic-to-read body language signals is when people cross their legs and lean back in their chair. This means they are closed to whatever the topic of conversation is. They are mentally shielding themselves, and their physical shield expresses that. They are no longer interested in communicating about the subject at hand so they are leaning away to indicate that they want to back off from the subject.

Crinkles Around the Eyes When They Smile

If someone smiles and they get crinkles around their eyes, you know they're genuinely smiling. Whatever has caused them to smile has truly made them feel happy and positive, so they are happy! People who smile and don't get crinkles around the eyes are faking it. Sometimes they might smile to hide what they are feeling, to show pretend interest in a subject, or to otherwise hide something.

They're Copying You

When we are interested in someone or what they are saying, we have a tendency to mirror their body language. If they are open and leaning forward, we will do the same. If they are using a lot of hand gestures, we

will likely follow in this suit and use a lot of hand gestures as well. When you mirror someone's body language it shows active interest. If they don't, it may mean that they are not overly interested in what you or their conversational partner are talking about.

Posture

People who are sitting up tall, have straight backs, and elongated necks are confident and open. They feel comfortable in the situation they are in, or they may even feel in charge of the situation. They are not in any way feeling discomfort. However, if they are leaned over, their heads are down, or they are otherwise slouching, there is a good chance that they are feeling down. They are either upset about something, or they may be feeling uncomfortable or unconfident in the situation they are a part of.

Raised Eyebrows

When you are surprised, fearful, or even worried, your eyebrows tend to raise up. If you are talking to someone and their eyebrows suddenly shoot up their face, there is a good chance that they are somehow uncomfortable about the conversation at hand.

Exaggerated Nodding

Have you ever noticed that someone nods a lot or tends to nod in a very exaggerated and almost over-played manner? If you do, you should know that this signals that the person is anxious. Typically, they are anxious about the approval that they are seeking, such as in a business decision. Nodding excessively means that they either don't think you are going to agree with them, or that they don't think you are capable of following their instructions.

Tight Jaw

A tight jaw signifies stress. If you see someone who looks tense in the jaw and neck area, there is a good chance that they are feeling a significant amount of stress. This may be something you see that lasts for a while with them, or it may suddenly come on if the subject at hand is stressing them out. People who are stressed clench up, so look for this sign if you are curious to see how stressed someone is about any given subject, or even about life itself.

Chapter 7: Complex Body Language

In addition to basic body language, there are more complex form of body language that can indicate non-verbal cues about a person's intentions. This can help you determine how they feel, what they are thinking, what they are interested in or not interested in, and other important information about them. Look for these complex body language cues when you are talking to people to see what they are thinking and feeling.

The Direction of Their Feet

Believe it or not, the direction someone's feet are facing tells you what they are thinking. If their feet are pointed toward the door, that means they want to leave the situation and they are no longer comfortable. Or, they may have somewhere to be. If their feet are facing the person they are talking to, they are interested in what that person has to say and they are actively engaged in it. If their feet are pointing in two directions, it indicates that they have two unique thoughts. For example, say their feet are pointing toward the person they are talking to and, let's say, a dance floor. This means they are interested in the person they are talking to, but they also want to get up and dance, likely with that person!

One Hand Clasping the Other Arm

When you see someone with one arm across their chest with their hand holding the bicep of the other arm, this means the person is feeling nervous. They may be unconfident in the situation, or they may be feeling some other form of fear from the people around them. They are trying to create a barrier to protect themselves.

Pointing or Jabbing Fingers Towards Someone or Something

This typically means that the person is trying to emphasize something. They may be particularly angry and they are trying to emphasize the point they

are making, or they may be trying to draw attention to the subject to which they are emphasizing.

Open Palms

If someone's hands are open and relaxed, this means they are feeling open to the situation. They may be in a submissive state, and they are likely telling the truth. They may also be appealed by the situation at hand. The opposite would be closed, tight-fisted hands. This would indicate someone is either angry, or otherwise tuned out of the subject and feeling aggressive.

Hands in Pockets

If someone has stuffed their hands into their pockets, they are likely showing that they are bored in the present situation. They are not interested in the topic that is being discussed or with the circumstances they are in, and so they are expressing their boredom through their hands in their pockets.

Ankles Crossed When Sitting

If someone is sitting down and has their legs crossed, they are feeling defensive. They may have their knees apart or closed, this does not overly contribute to the meaning of the body language. However, this body language may suggest that they are feeling some form of negative emotion inside and they are trying to close themselves off in a subtle yet meaningful way.

Slipping a Shoe on and Off or Letting It Dangle

This is more common in women, particularly when they are wearing loose shoes such as flats or high heels. By dangling the shoe off of their foot, they are showing that they are feeling relaxed. They are likely also flirting with the person in front of them, depending on the situation. If they are rapidly slipping their foot in and out of their shoe, this suggests they are relaxed but that they are feeling a high amount of sexual energy or tension.

There are many other types of complex body language you can look for as well. In general, someone who is relaxed will have an open posture and will be sitting or standing in a casual way. Someone who is unhappy will be crossed off and otherwise closed. They may have a tall and strong posture if they are angry, or a slouched one if they are sad. If someone is moving quickly or a lot, they may be nervous. Or, they may be extremely happy. If they are using slower, calmer gestures, they are likely relaxed. Pay attention to the different cues you see and use their body language along with other analytical skills to determine exactly what someone is feeling and thinking.

Chapter 8: Their Walk

The way someone walks says a lot about who they are. In fact, you can learn a lot about how a person feels about themselves by monitoring how they walk. Everything from their pace to how they move their feet will indicate information about them, which you will learn now.

Personality

Believe it or not, the way someone walks can tell you a lot about their specific personality. For example, people who walk quickly and with intention are often dominant people who are very direct and intentional with their actions. They know what they want and they go for it without hesitation. Alternatively, people who change direction often and are regularly going around many places tend to be artistic or influencers. People who walk steadily and are polite, often walking with their arms tucked in by their sides and occasionally stopping to speak to others are known to be supporters. If someone walks very precisely and is known to follow the “rules” of walking, such as staying on the right and pausing for other people to walk by, they are known as a cautious and more submissive person.

Speed

The rate at which someone walks tells a lot about how they are feeling in the present moment. Moreover, it says a lot about what is going on inside of their head at the moment. If they are walking faster and with conviction, it is likely that they have one thing on their mind and they are very clear about it. If, however, they are walking slower, this would indicate that they are having a significant amount of internal dialogue. They are either conflicted about something or are trying to get their mind around a new piece of information they have been given. Alternatively, they may be the dreamers of the world who have a tendency to think about many things and live in their day dreams often, rather than in reality.

Emotions

Just like you can tell about someone's emotions through their posture when they are standing and sitting, you can also tell about someone's emotions through their posture when they are walking. If they are walking tall with a very open center and seem to be light on their feet, the person is likely feeling light and positive. If, however, they seem to be heavy on their feet and they are slumped into their gate, there is a good chance that they are feeling upset or unhappy about something.

Volume

People who walk lightly on their feet at all times are typically those who are attempting to refrain from intruding on anything. They don't want to make their presence known with the volume of their step, so they walk quietly. They likely have a low confidence level and don't like to own their presence in a room. Those who walk with a fairly normal tone and are somewhat heavier on their feet with a louder volume are typically confident and own their presence. Furthermore, those who walk particularly heavy, as though they are stomping, are typically in a bad mood and are expressing it through their steps.

Walking with Others

How people walk with others says a lot about how they feel around other people and how they feel around that person in particular. If their stroll is out of sync and they are struggling to maintain each other's pace, there is a good chance that there is some form of broken dynamic in the relationship. They may not be on the same page, or they may simply not get along well. If they are synchronized however and their paces are matched, this means they are connecting well and the relationship is strong and well. If one person tends to be slightly in the lead but they are otherwise matched, this may indicate they are the lead in the relationship but that the relationship itself is healthy and well.

Chapter 9: Facial Expressions

Just like body language can say a lot about a person, so can facial expressions! Technically, facial expressions are an extension of body language. However, since there are so many of them it is always a good idea to look at this separately from other forms of body language. Let's look at what different facial expressions people are likely to have based on how they are feeling.

Anxiety

If a person is anxious, their eyes may dampen. They likely won't cry, but they may have a glint to them. Their eyebrows will likely be tightly knit and their lower lip may tremble. You might notice a slightly wrinkled chin, as well as a tight mouth. Their face will likely be pointed downward as they try to avoid looking at what is making them anxious, or anyone else noticing how they're feeling.

Fear

Someone who is afraid will have their eyes wide and they will be pointing downward. Their mouth will likely be opened, or they will be slightly frowning. Their eyebrows will be raised, and their chin will be pulled in. You will also notice the color from their face disappears as they look pale, and their head will likely be pointing down.

Anger

If a person is angry, their eyes will widen. They will be staring at the subject of their anger, likely with their eyebrows pressed together toward the middle of their face. Their forehead will be wrinkled, and you may even see their nostrils flaring if they are angry enough. Their mouth will be tightly pursed or it may be open with tight lips as they show their clenched

teeth. Usually, their chin will be jut forward, and their face will start showing some red color.

Happiness

Someone who is happy or content will be smiling. They may have a wide open smile, or a small and subtler smile depending on how happy they are in the moment. They are likely laughing, or they are easier to make laugh than people experiencing other emotions. They will get crow's feet on the sides of their eyes, as this is proof they are genuinely smiling. Their eyes may look like they have a sparkle to them, and their eyebrows will be subtly raised. Their head is even and looking forward.

Sadness

People who are sad have a tendency to avoid eye contact. For this reason, they are often looking down. They may be crying, or their eyes may simply be tearful as if they are about to cry. Their lips will likely be pinched as they are trying to hold in the emotion, and their head will likely be down or turned away from the people around them.

Desire

When someone is experiencing the emotion of desire, their eyes widen and their pupils dilate. Their eyebrows are typically raised slightly, showing that they are interested in the person in front of them. Their lips will likely part slightly, or they may be puckered. They may even be smiling, depending on what is happening in the moment. Their head is usually tilted forward as though they are trying to get closer to that which they are feeling desirable for.

Interest

When someone is feeling interested in someone or something, they tend to have a very consistent gaze ahead of them. Their eyes may even squint as they show full attention to the subject of their interest. Their eyebrows will

likely be subtly raised, further opening their expression. You may also notice they have their lips pressed together, and their head is pushed forward as they try and get closer to the subject of their interest.

Boredom

People who are bored tend to look away with an expressionless face. They may appear as though they are not looking at anything in particular, and yet they are looking intently. This is because they are deep in thought, trying to remove themselves from the situation that is boring them. They may have a slight frown on their face. If they are especially bored, they may have their head resting on something such as their hand.

Surprise

People who are surprised tend to have a very open expression. Their lips may be slightly parted, their eyebrows are raised, and their eyes are wide. Their head may even be tilted to the side or backward.

Disgust

People who are feeling disgusted often have their head turned away from what is causing their emotions to boil. They likely have flaring nostrils and their nose twisted up, with a tightly closed mouth. They may even push their tongue up against the back of their lips. Their chin is usually jutting forward.

Pity

When someone is feeling pity for someone else, they tend to have a very soft and sad look. Their eyes are typically soft and focused, and they may be damp. Their eyebrows might pull together slightly in the middle, and their head will likely be turned to one side.

Chapter 10: Eye Reading

You can tell a lot about what someone is thinking or what they are doing based on how their eyes are focused. They say the eyes are the windows to a person's soul, and this may be true if you know how to read eyes. Let's look at some information you can draw based on someone's eye contact, or lack thereof.

Persistent Eye Contact

Eye contact is important, and in many conversations it is common. However, it is common in western cultures to only hold eye contact with someone for seven to ten seconds before breaking it momentarily and then coming back to it. If someone is staring at you intently, they may be lying about what they are saying. They are trying too hard to read your expressions and look for clues on your face that say you are on to them.

Evasive Eye Contact

People who are avoiding looking at you are generally guilty about something. That, or they are trying to hide something from you. They are afraid to make eye contact in case they can read you and they find further reason to feel guilty about the subject they are hiding.

Excessive Blinking

Although it is natural to blink, and some people may blink excessively due to eye conditions such as dry eyes, someone excessively blinking may also mean something deeper. If it is not related to an eye health condition, those who blink more excessively are likely attracted to the person they're talking to. As a result, they are blinking more as a subconscious way of flirting with the person in front of them.

Eye Direction

The direction someone is looking says a lot about where their attention is and what they are focused on. It can also tell you about what they're thinking or feeling. For example, if someone looks to the left, it means they are reminiscing on a memory they already have. If they look to the right, however, they are trying to create a thought. This means if you ask someone where they were last night and they look to the right before answering, you are likely not getting a truthful answer out of them.

Chapter 11: Handwriting

Someone's handwriting can actually give away a glimpse into who they are as a person. While graphology is a vast subject that takes many years for people to master, there are some basic clues and tips you can pay attention to in order to help you learn more about a person based on their writing.

Letter Size

The size of the letters people use to write with actually says a lot about whether they're introverted or extraverted. People with large, loopy letters tend to be outgoing and therefore are considered to be extraverted. Alternatively, people with smaller, tightly written letters are more introverted.

Space Between Letters

If you notice someone tends to leave a lot of extra space between their letters, this means they are a free and independent person. They like to flow and exist on their own more than they like to be weighed down by the company of others. However, those who write their letters tight together are the opposite. They prefer being surrounded by a group of people and like to have company around. If they write extremely tightly with very little space, it may indicate that they have a tendency to crowd people and that they may not have a strong understanding of personal space.

Pressure on Writing Instrument

People who have heavy pressure on their writing instruments are considered to be very tense and potentially angry or aggressive. If they only have moderate heaviness to their pressure, however, this means they are committed. People who have a very light pressure when they are writing are considered to be very sensitive and they have a strong empathetic side to them.

How they Dot Their I's

People who put the dot high above their "I" are considered to have a very active imagination, whereas those who keep it close to the "I" are considered to be detail-oriented. People who put the dot more to the left tend to be a procrastinator while those who have the dot directly over the center are often people who have playful characteristics to them.

Signatures

There are two types of signatures to look for when you're reading personality out of someone's writing: legible signatures and illegible signatures. Signatures that are easy to read typically mean the person is confident and comfortable. If you can barely read what the signature says, however, it likely means the person is very private, or may even be hard-to-read.

Chapter 12: Human Actions

Every action we take is considered to be a part of our human behavior. The actions we take give a great insight to who we are and what we think and feel. When we actually act on something, it gives clear distinction over how we feel about various subjects. Let's look at a few situations where we can clearly gain a lot of information about a person based on his or her actions.

John is standing in line at a grocery store. Someone butts in line in front of him, clearly looking agitated. They are checking their watch every few seconds, and fidgeting around. He is upset that they cut in line, especially because he is also running late. However, he sees that they are clearly more upset about the situation and doesn't want to upset them so he says nothing.

It is likely that Joseph is someone who has a fair sense of emotional intelligence. Even though he has been inconvenienced, he sees that the person in front of him likely needs his spot more than he does so he keeps himself quiet. His lack of action speaks volumes about who he is as a person: quiet and reserved. Even though he may have a decent amount of emotional intelligence, he is likely also somewhat withdrawn and nervous. He may lack confidence, which could be the reason why he did not bother asking the person to step to the back of the line. It may also indicate that he is often willing to let people go before him, potentially even walking all over him, allowing his needs to come last.

Kate is standing in line at a ticket booth. A couple is laughing and walks in front of her, cutting her off. Angry, she taps them on the shoulder and asks if they realize what they have just done. They look embarrassed and apologize, stating they didn't realize she was in line. She scoffs and they move to the back of the line as she takes her place back.

Kate may be in a bad mood, or she may lack emotional intelligence and does not know how to regulate her emotions effectively. When the couple accidentally cuts her off, she angrily asks them to move to the back of the

line. Instead of understanding their mistake, she scoffs at them. This shows that she likely doesn't believe people and that she may struggle to trust others. Her anger is also a reflection of pain she is feeling inside. That pain could be from something that happened recently, or it could be something she feels on a long term basis.

Joseph is standing in line at the coffee shop. A very official looking businessman looks at him, and then steps in front of him taking his place in line. Joseph is a little startled, but not overly concerned. Instead, he says: "Excuse me sir, the line starts back there." The businessman looks back at Joseph and then looks at the people behind him. With everyone looking at him, he moves toward the back of the line giving Joseph back his original spot.

Joseph clearly has a strong sense of emotional intelligence, and he is also confident when it comes to asserting his place in the room. He is not afraid to let the businessman know that he has cut in line, and he is also not rude about it. Instead, he informs the man and allows him to correct his actions. He does not pursue the situation or otherwise act rudely, instead he simply asserts himself and lets the situation go. Joseph is likely a fair calm and collected man who is very sure of himself in a confident, not arrogant, type of way.

Chapter 13: Human Cognition

The thoughts and mental images we carry around with us are called our “cognition”. When you are analyzing people, look for an opportunity to see what kind of cognitive thoughts they are holding onto. This can tell you about who they are and what they tend to be like as a person. Let’s look at some examples.

“I have to go to the grocery store later.” VS. “I need to remember to go to the grocery store later.”

Although these sentences sound similar, they do give you a different insight into the person’s mind. For the first sentence, the person is likely just recalling something they have to do later that day. It signifies that they are thinking of the near future and they may simply be thinking out loud. The second sentence, however, signifies that the person may be forgetful. Because they use the saying “I need to remember...” they may be recalling times when they have forgotten to do something important. This sentence suggests the person holds onto mistakes they’ve made for quite some time and that they might live in the past to a certain degree.

“I’m curious what he thought of me.” VS. “I hope he thinks highly of me.”

The first sentence in this comparison clearly shows curiosity whereas the second sentence shows concern. When someone who is curious expresses themselves, they are often recalling the exact thing they are curious about. In this circumstance, a person. They may be recalling their previous meeting or a romantic encounter they’ve had and are wondering what the opposite person thought about it. They are likely not concerned about how the person was thinking about them, just whether or not they are. For the second sentence, it clearly shows that the person is concerned. They may be recalling back to a time where they made a bad first impression, or they were rejected by someone they liked. Although they might be thinking

about the recent encounter with said person, they are likely comparing it to previous ones they've had and may be obsessing over it in their mind.

Knowing Lyrics to Certain Songs or Words to Certain Movies

When people know the lyrics to certain songs or the words to certain movies, they are showing you what they are interested in. Because they are interested in it, they've been able to retain that information. So, if you hear someone singing to a certain song on the radio, you will learn that they both like that genre and that they have heard that song many times before. They likely also have positive memories attached to that song or movie, or they can relate to it on some level that makes them feel good about themselves.

Chapter 14: Human Emotions

Emotions are a type of human behavior, and they tell you about how a person feels about themselves and the world around them. There are two types of emotions: fleeting ones, and lasting ones. There are also underlying emotions or overall emotions that people feel in their lives. These tend to be their emotional trend, whereas the other two types are typically more related to specific events, topics, or circumstances.

Fleeting Emotions

Fleeting emotions are things people experience in response to a specific event or circumstance they've recently encountered. These are often emotions that come for a moment and then are gone just as quickly as they return back to their emotional "trend" or their lasting emotions.

Fleeting emotions are often experienced in response to multiple daily situations. For example, someone may be upset with their boss one moment and then grateful that they are off work the next. They may get home and be disappointed that they don't have the supper they wanted, and then happy because they remember they saved some dessert from the night before. These emotions change rapidly and are often quite intense for a few moments. Then, just as quickly they are gone.

Lasting Emotions

Lasting emotions can be the result of a build-up of fleeting emotions, or they can be in response to a larger situation that someone experienced. For example, perhaps someone had an overall disappointing day. Perhaps they got to work late, their first appointment didn't show up on time, and their lunch was cut short by an emergency at work. Then, they left the office late, got home and didn't have the energy to eat dinner and ate a disappointing meal from somewhere they don't particularly like but it was convenient. Because they had many disappointing moments that day, they may feel a lasting sense of disappointment that lasts for the duration of the day. This

may even go on for a couple of days before the lasting part of it resolves and they are back to their typical emotional trends.

Alternatively, the person may go to something such as a concert featuring their favorite band. They are so excited about it that they are happy leading up to it, happy at the concert, and find the happiness and excitement lingering long after the concert ends. The happiness may carry on for a few days or even a couple of weeks after the concert. Then, they slowly settle back into their traditional emotional trends.

Emotional Trends

Emotional trends are essentially a person's emotional profile. This is the typical selection of emotions they feel most often in their life. This is typically comprised of the top 2-3 emotions people usually experience. For example, maybe they are a very happy person overall and they are known to be excited and at peace with the world. They may experience fleeting emotions or lasting emotions that are negative or painful, but they eventually settle and are back to their typical happy selves. Alternatively, they may be generally sad, angry, frustrated, excitable, or any other number of emotions. Any "typical" emotions someone feels and is known for accounts for their emotional trends.

Chapter 15: Thought Patterns

Understanding someone else's thought patterns is not easy. It takes practice, and you have to be patient. You must also realize that you will never entirely know what someone else is thinking unless they directly tell you so themselves. Ensure that you are mindful of this and never use your analytical observations as evidence to convict someone with. Instead, use it as a hypothesis and find evidence to prove it, if needed.

Pay Attention to What That Person Thinks is “Normal”

The way people answer questions will tell you a lot about what they are thinking. As well, the way people talk about various subjects tell you what they think is “normal”. In other words, what is normal to them. Listen to the tone of voice people carry when they are talking about something. If they are talking proudly and with conviction, they think it is something that is normal and that all people do. For example, if someone says with conviction “I awaken and drink coffee every morning”, they are not only expressing that they do it, but they are also expressing that they think it is completely normal. In other words, they think everyone or at least many other people are the same way in the morning.

While this isn't particularly astonishing about coffee, consider it in other cases, too. For example, say you are in a business meeting and ethics comes up. If someone says something such as “Forget about that person, let's just do what serves our bottom line.” This means that they have a tendency to stray from ethics and that they are willing to do anything it takes to feed their bottom line and increase their profits. They are not concerned about hurting anyone, and they think this is completely normal.

Ask What People Think Others Opinions Are

If you ask what a single person thinks about something, they are more likely to censor their answer. People don't like to sound as though they are complaining, or otherwise talking “down” about things. However, if you

ask what they think other people think about something, they are more likely to give you an honest answer. If you want to get an honest answer from the people you are asking questions from, try asking questions like this: “What is the biggest complaint most people have when shopping there?” Because you are not asking that person what their complaints are, they are more likely to be honest. They might not want to complain themselves, but they are willing to share the information if they can act like it is someone else’s complaint. This takes the pressure off of them and makes it easier for them to tell the truth. If you want honest answers and reviews about subjects, try this strategy to help you get the truth out of people.

Ask General Questions and Hear Their Answers

The answers people share are typically personal to their unique life experiences. Therefore, if you ask someone what they think or feel about a certain subject, you are likely to discover a lot about them. It seems straight forward, but remember: look for word clues and read between the lines. If they answer something with conviction, you know they think it is normal. You also know that they are confident and proud. If they answer slowly and thoughtfully, you know they like to pay attention to detail. You also learn that they don’t think about that subject often and so they had to truly give it thought in that moment. The way people answer questions gives you an idea of what they think about, how they feel about subjects and themselves, and what they genuinely believe or do in their own life.

Chapter 16: Environment

A person's environment can tell you a lot about them, but also a lot about the unique situation they're in. Don't just focus on the person, their words, and their non-verbal cues. Instead, pay attention to their environment as well. See if you can learn anything about them or gain any context based on their surroundings.

If you are only momentarily analyzing someone, you may not get to learn much about their environment. Instead, you may have to watch a combination of them and the environment to learn more. Say, for example, you see a well-dressed couple in an elegant restaurant. If they are acting calm and comfortable, they are likely used to being in elegant environments. Perhaps they spend a lot of time in places like this, or maybe they come from a very wealthy lifestyle. Alternatively, if they appear awkward or like they are struggling to fit in, they may not be used to being in fancier places. Instead, they may lead a more average or casual lifestyle but are in this place as a temporary experience. Maybe it is a special occasion, or maybe they simply wanted to treat themselves to something classier than what they are used to.

In addition to the exact environment they are in right now, think about the person's overall environment. What does their house look like, for example? If their house is smaller and messy, you know that they are not overly concerned about appearances and that they live a potentially cluttered and stressful life. They may also be very comfortable and lazy. If they live in a nice house that is well cared for and organized, then you know appearances mean a lot to them and that they like everything to look "just so". You can also look at their work, the places they typically spend time at, their car, and the environment that their close friends and family hang out in. For example, say they have a really nice and well-kept house but their friends tend to live in messier houses. This would mean that they personally prefer order and neatness, but that they are not judgmental and that they

respect everyone's right to live in the way that makes them most comfortable.

A person's environment, including what their typical environment looks like and how comfortable they look like in their current environment, will show you a lot about who they are and what they are used to. It can also teach you about how they feel about themselves and their confidence, or lack thereof, in various situations.

Chapter 17: Taking Advantage of First Impression

Analyzing people isn't only great for further understanding people and their personalities, but it is also great for understanding how you can impress them! By knowing more about a person based on what you have learned through your analysis, you can tailor your first impression to impress them and ensure that they like you based on their first experience with you. Being able to tailor your first impression to someone's specific likes, interests, and tendencies is the best way to ensure that your first meetings go well and that you are liked by people. Let's take a look at some ways that you can tailor your first impression based on what you have learned.

Connecting with The Person

People are naturally more attracted to people that they are able to easily connect with. If you take some time to analyze a person as much as you reasonably can before getting the opportunity to meet them, this gives you the opportunity to create a foundation for that connection to happen. For example, say it is a job interview that you are going for. If you know by their handwriting that they tend to be friendly and extraverted, for example, showing your outgoing and talented side is likely a great way to connect with that person. Don't be afraid to have a sense of humor and make the experience warm and enjoyable. If the person's handwriting was tight and small, however, you know that they are not typically outgoing or extraverted. In fact, they may be more analytical and specific about the people they hire being professional and quieter. For that reason, you may prefer to keep your tone down, avoid sharing too many jokes, and stay very intentional and professional in how you introduce yourself.

If you have had the opportunity to analyze someone a bit more, for example through previous encounters or experiences, this means that you have the opportunity to use much more to your advantage. For example, say you are going on a date with someone from your office. You have seen them around

the building here and there and you have noticed that they tend to be quite friendly and chatty. You have also learned that they are somewhat private about who they are and like to keep parts of themselves a secret. Instead of pressing for information or making the situation uncomfortable by trying to get them to open up for you on your first date, you can be more mindful of this. You may refrain from asking too personal of questions and let them share information with you as they feel comfortable to. Instead, because they are friendly, you may keep the conversation light and talk about less personal subjects until the connection is stronger between you two.

Being able to tailor your first impression means working together with someone's personality type to create a situation where they feel that they can easily connect with you. You can be sensitive about things that you may already know they dislike, or you can feel confident that if you are more loud and outgoing they won't think of you as obnoxious and arrogant. Instead, they are likely to match your tone and join in. Keeping your pace the same as theirs makes it easier for that connection to be established so that the person likes you and has a positive first impression.

Using Behaviors That They Tend to Like in People

If you have had enough time to analyze someone, or you are listening while they talk, you might pick up on cues about who they like to surround themselves by. Listening to and paying attention to who their friends are, which people they idolize, and which celebrities they are most into will give you the best opportunity to determine what characteristics they like to see in people. Then, using that information, you can work to fit into those categories of "who" they like. Again, you can be quieter and calmer, more outgoing and loud, colorful or plain, or any other number of characteristics to appeal to the person. By knowing who they tend to like and using these behaviors, you make yourself more likeable the first time they meet you. You also avoid using any behaviors that they may tend to not like in other people, thus allowing you to avoid putting any negative experiences into the meeting.

If you aren't overly sure about who they like or who they spend their time with, look for clues. For example, say you are talking to a potential

employer once again. In this example, however, you are trying to be likeable in their eyes. You likely have no idea who this person's friends are, who they idolize, or who they like most. However, you have had the opportunity to observe and interact with their other employees. Whether you have shopped there before and you know the various personality types of the employees well, or if you have only seen them for the few minutes you were waiting for your interview to start, you have gotten the opportunity to get some key ideas as to who they are. If you see any trends or similarities, for example that they are all smiling or that the chemistry between them all is strong, then you know that those are traits the employer looks for when hiring people. Pay attention to this and use it to your advantage.

Be Honest About Who You Are

Something worth noting when you are making a first impression is to be honest about who you are. First, if you are fake about your first impression just to impress someone, there is a good chance that the person will see through your act and know that you are being fake. Remember, if they tend to like specific traits or qualities in people, this means that they have a pretty good idea of what these traits and qualities actually look like. Therefore, if you don't genuinely have them they are going to be able to tell fairly quickly. Then, instead of you impressing them, you will lead them to believe you are dishonest and untrustworthy. They may also think that you don't have a clear idea of who you are and therefore you have to pretend, thus making you a flake.

The trick is to be very honest about who you are, but amplify the parts of you that you think the person will like most. For example, maybe you are an introvert but you have a wild sense of humor. While it may not come naturally for you to be loud and funny to the person you are meeting, you may instead choose to amplify your sense of humor to show that you are not too shy or reserved for the person to enjoy your company or have a positive impression of you. Be honest about who you are, but amplify the parts of yourself that you think the other person will admire most.

Gauging in the Moment

If you have no idea which parts of yourself to amplify, follow the lead of the other person. They will quickly give you an idea of who they are and what they are like. You can then follow suit and start sharing parts of yourself in return. For example, maybe they greet you with an excited and happy “hello!” and they seem very positive and optimistic. You know, then, that they are most likely extraverted and that you can be more outgoing around them. However, if they greet you with a quieter and more professional demeanor, such as a simple “hello” and a handshake, you know that you need to tone it down and stay more quiet and professional around this person. Gauge how you should act based on how they are acting, and let them lead the experience. By doing so, you will be able to tailor a first impression on the spot using all of the valuable information that you gain through your analysis.

Chapter 18: Personal Re-Branding

In addition to tailoring first impressions, you can also tailor how you are perceived by other people. In essence, you can personally re-brand yourself so that you are more likeable to people. By learning to analyze people, you can easily express yourself in a way that will help convey who you want to be and who you are to them. Here's how.

Create Your Baseline

Start by creating your baseline when you are analyzing people. Get to know them, get to know what they like and what they don't like, and start understanding them on a deeper level. Take the time to know them much deeper than they are willing to let you in so that you are very clear on who they are and what they like. The more you understand them, the better. The idea is that you understand someone so well that you know exactly how to act in order to generate a certain perception from them.

In addition to individual people having their own baseline, society in general has its own baseline. Whether people have actually studied upon it or not, most people subconsciously know certain things without ever having to learn about it. For example, certain styles of body language, facial expressions, and word usage will teach people about who you are. Knowing that they are going to be looking for this information, even if it is unintentionally, means that you can use this knowledge to your benefit and "redesign" yourself so that people perceive you in the way that you want to be perceived.

Set a Goal

When you are re-branding, set a goal. How do you want to be perceived by other people? Do you want them to think you are cool and collected, or colorful and outgoing? Do you want to be seen as confident, or charming? What different characteristics do you want people to notice in you? Take the

time to really go through what you want people to think about you and set a goal around this. Be clear so that you know what you are working toward.

In addition to setting a general personal branding goal, feel free to set them for specific situations, too. For example, maybe you are going into a business meeting and you want the people you are meeting with to see you as confident, a strong leader, and capable of making important decisions. Knowing that this is what you want them to think of you, you can now tailor your actions, words, and behavior to generate this type of impression for them. Since you may not already know these people, simply stick to the baseline for “general society” when it comes to creating your plan.

You can set as many or as few goals as you want. You can set a goal for yourself in general, and then set unique ones for various different situations you encounter in life. Consider all aspects. Think about how you want friends, acquaintances, strangers, business associates, bosses, family, and virtually anyone else you are likely to encounter in life to see you. Then, set goals around each category of person and keep these goals in mind when it comes time to execute them!

Execute

Once you know what you want, the next step is to go and get it! Pay attention to your current behavior and look for opportunities for you to alter it so that you can establish the image you are going for. Furthermore, read the following chapters for detailed information on each of the steps you can take to create the new you!

Chapter 19: Using Your Words

What you say and how you say it says a lot about people in general, which naturally means it will say a lot about you, too! Until now, you have likely been speaking in a way that feels natural for you. You may not think too long about what you are saying, or maybe you think too much. Perhaps you are impulsive, or maybe you are slow to get your point across. Either way, your current speaking patterns are likely natural to who you are now. If you want to rebrand yourself, you need to pay close attention to these patterns and adjust them so that you can come across the way you want to in various situations. Here's how you can pay attention to your language and what you are saying to people.

Pay Attention to Your Tone

Remember, the tone of your voice conveys both what your meaning is and what you are feeling. If you are using an expressive tone of voice and you are feeling angry, you are likely to be speaking in an angry way too, even if you don't mean to. Manipulate your tone to ensure that you are using one that expresses you in the way that you want to be perceived.

If you want to be perceived as confident, talk with conviction. Use a very "sure" tone of voice, and don't waver when you speak. Keep your words strong and announce them correctly. Don't question yourself, and don't use a questioning tone, either. Your sentence should come out evenly and organized.

If you want to be perceived as gentle and kind, speak quieter and with curiosity and playfulness. You might even consider using a childlike wonder in your voice. Ask a lot of questions, and keep your tone light and kind. Don't use any harshness or conviction in your voice. Instead, keep it simple and gentle.

Pay attention to how you want to be perceived and use your tone of voice to accomplish this goal. A great way to determine what tone you should be using is to study other people. Pay attention to people who are perceived in

the way that you want to be perceived and study their voice. Then, practice using those same mannerisms in your own tone of voice so that you can be perceived in that same way.

Choose Your Words Wisely

Since you are used to speaking the way you always have, you are going to have to be slower for a while as you learn to word yourself more intentionally. For example, if you are typically nervous but want to be viewed as confident, you need to slow down so that you stop using filler words like “um” or “ah” in between thoughts. Be more intentional and practice eliminating these words from your sentences.

In addition to structuring your sentences carefully, choose your words carefully, too. In other words, if you have a tendency to be impulsive, avoid saying things without thinking them over. Otherwise, you may impulsively say something that is completely irrelevant or unbeneficial to the conversation. If you want to be seen as thoughtful and wise, for example, you want to avoid saying things that may take away from people seeing you as wise. If the words or sentences don't serve your overall image, refrain from using them. Choose more appropriate ones instead.

Adopt a New Vocabulary

If you want to dramatically rebrand yourself, consider adopting a new vocabulary entirely. Although you are still going to use many of the same words you already are, adding new words can be extremely helpful in you being able to rebrand yourself through your vocabulary. For example, if you want to sound smarter, stop using words like “very” and start using words like “extensively” or “greatly”. Learn to use words help you articulate yourself more efficiently based on the perception you are trying to give to other people. When people hear how you talk and realize it has changed, they are more likely to listen to you once again. Then, as a result of your new vocabulary, they may also shift their perception on you. If they don't already know you, their initial perception is likely to be the one that you are attempting to convey through your words.

Practice Regularly

As with other skills, you are going to need to practice using your words to convey your new self on a regular basis. Practice in front of the mirror, in all of your conversations, and at every opportunity you get. Remember, the way we speak comes naturally to us. If you are working toward changing your speech patterns, people are going to realize that it doesn't flow naturally. Practicing will make your new patterns flow more fluidly which will give them a natural feel, thus helping people to believe them.

Chapter 20: Using Your Body Language

Once again, body language is a big deal! Body language helps you read other people, but it also helps other people read you. Since you have already learned about specific body language patterns, let's look at this from a new angle. Instead, let's pay attention to how important your body language is to your ability to rebrand yourself and what you need to consider when you are adjusting your body language in the process.

Why Body Language is Important for Personal Re-Branding

As you know, body language is important for telling people how we feel. When we eliminate someone's ability to see our body language, they may not be able to clearly understand us at all times. As a result, we may find that we are confused or struggling to effectively follow them when they are speaking. We may read things into their words that are not there, or otherwise struggle to follow the conversation because we cannot get the entire context of what they are saying. Body language is major in our ability to communicate!

Your body language is important for one very simple reason: if you are trying to rebrand, your body language needs to agree with your new perception. For example, if you want to be seen as more confident and you are speaking with conviction but your body language is showing that you are closed off and nervous, people are going to become confused. They will read the both of them and struggle to believe that you are truly a confident person since your body language is not in agreeance with your speech. For that reason, you need to adjust your body language to compliment your new speech patterns.

Your Overall Body

Start by paying attention to your overall body. What is your typical posture, and what does it say about you? Look for any opportunities to adjust your posture so that you are effectively expressing yourself. A great way to do this is by looking in the mirror. Practice acting out your new body language and see whether or not it accurately expresses your new desired self.

Hand Gestures

Hand gestures are important, too. For example, let's say you want to be more reserved in certain situations and you have a tendency to be an excited person. Learning to lessen the amount of hand gestures you use and avoiding using overly elaborate gestures can greatly help in you appearing more reserved and calm. Alternatively, if you are quiet and reserved and want to be seen as more outgoing, try using grandeur hand gestures. Loosen up your arms and hands and don't be afraid to use them as a part of your conversations. Moving them around more fluidly and with less limitations and restriction will help physically show that you are an outgoing and excitable person.

Facial Expressions

Make sure your face isn't giving you away! If you want to be a happier person, smile and intentionally get a little bit of that squint going in your eyes! If not, it is going to look like your smile is fake and you are trying to fit in somewhere you don't. If you want to be open, keep your face open. Lightly raise your eyebrows, keep your eyes bright, and relax your mouth. If you want to be seen as confident, raise your chin a bit and keep a strong face. Use your face to help convey your new personal brand when you are talking to people.

Your Eyes

Make sure you pay attention to your eyes, particularly with eye contact. When you are first working toward rebranding yourself you may feel compelled to increase the amount of eye contact you are using. Make sure that when you do so you do it naturally. Refrain from increasing your eye

contact to the point that you make yourself look unnatural and uncomfortable. Staring at people wide-eyed for too long will not convey confidence or interest. Instead, it will make them feel uncomfortable and will make you look as though you lack basic social skills. Keep your eye contact strong, but don't make it uncomfortable.

Chapter 21: Re-Design Your Styles

Your “styles” include things such as your walk, your writing patterns, your environment, and anything else that contributes to how people perceive you. If you are going to rebrand yourself, take the time to redesign this part of you as well!

Take the time to practice your walk. If you are typically shy and timid, you might notice your walk is very light and restricted. If you want to be seen as more confident, loosen up your stride and walk with conviction. Use the information you learned in Chapter 8 about other people’s walks to help you manufacture a new walk for you to use. This will ensure that you are choosing a walk that compliments your new style!

With writing, it can be difficult to completely change your writing style. Instead, try making subtle and simple adjustments. You don’t need to change everything, just change it enough that it helps express your new self. Remember, most people won’t even recognize this change. As well, it may even begin to come naturally as you work on redesigning yourself overall.

When it comes to your environment, look to start living like a person who would be confident, outgoing, reserved, or whichever personality you are going for! Hang out in places they would hang out in, practice keeping your house in the same way they would keep up with theirs, and otherwise attune your environment to match how a person with those characteristics would keep their environment.

Paying attention to these details will ensure that your personal brand is believable to both you and everyone around you. Trying to change only one or two parts will result in a superficial change that won’t last. If you want to completely change it, you need to completely change all of the details of your life so that you are living in accordance with your new style.

Conclusion

Thank you for reading “*How to Analyze People: 21 Proven Techniques to Secretly Analyze People and Understand Body Language, Personality Types and Human Behavior*”!

I hope this book was able to help you with the process of learning how you can analyze people! From learning more about their body language and their behavior, I hope that you were able to have your desired outcome. Whether you were looking to understand people on a deeper level, increase your ability to connect with others, or seek the opportunity to personally re-brand yourself by understanding what influences people’s perceptions, I hope you were able to learn about that in these 21 techniques.

The next step is to practice analyzing people for yourself! Go ahead and start looking for opportunities to practice. Whether you are people watching in a public place, or simply interacting with people in your regular daily routine, use these as opportunities to study these 21 aspects of people and see what you can learn about them. You can even try making predictions about what they are thinking or feeling and look for evidence in their following behaviors.

Lastly, if you enjoyed this book, I ask that you please take the time to honestly review it on Amazon Kindle. Your feedback would be greatly appreciated.

Thank you!

How to Secretly Manipulate People

Discover How To Manipulate, Persuade And
Influence Anyone, Taking Advantage Of
Human Psychology

Leonard Moore

How to Secretly Manipulate People: **Discover How To Manipulate, Persuade** **And Influence Anyone, Taking** **Advantage Of Human Psychology**

Thank you and congratulations on downloading “*How to Secretly Manipulate People: Discover How To Manipulate, Persuade And Influence Anyone, Taking Advantage Of Human Psychology*”.

This book was designed to help you learn how to master the art of manipulation. You will not only learn how to manipulate in basic settings, but also how to manipulate virtually anyone you desire to manipulate! Everything that you could possibly need to know in order to successfully manipulate any person in any situation will all be taught within the chapters of this book. Whether you are learning to negotiate more effectively, close sales, get your way more, change the way people perceive you, or otherwise manipulate people, you will be able to get there using these techniques.

In order to help you get maximum success, this book does not only describe the techniques, but also shows you how to actually use them. We want to ensure that you can masterfully manipulate anyone you desire to manipulate, regardless of your purpose or intention. The idea is to help you integrate these techniques into your real life so that you can actually rely on them and use them in your time of need.

This book explores more than just specific manipulation practices. In fact, it also helps you learn the three other parts that are required for effectively manipulating people. You are going to learn how you can analyze people to understand what techniques will work best on them, as well as how you can persuade people to agree with you. You are also going to be taught how to use these two methods alongside manipulation to create a specific “roadmap” of what needs to be done in order to manipulate people. You will learn about what strategies work best in each situation, and the importance between choosing strategies based on how someone is “driven”.

You will also be given important information about how you can keep your intentions a secret and how you can refrain from getting caught in the act. In the event that you do get caught, you will also be given specific instructions to bury the hatchet once more so that you are not completely caught. Instead, the person will be led to feel doubtful of their accusations, therefore putting you back in the lead.

If you are ready to learn how you can successfully manipulate anyone for any reason, this book is exactly what you are looking for. We have made it as easy as: analyze, manipulate, and persuade. By using these three steps and covering them up with secrecy, you will be able to successfully manipulate anyone. So, it is time to get started! Please read on, and of course, enjoy!

Chapter 1: How Manipulation Works

Manipulation is actually a four-part process. By successfully completing the four parts in this process, you can manipulate anyone, easily. We are going to take a look at those four steps briefly, now, as well as what is required in each step. Then, you will be walked through each step throughout the rest of this book with specific instructions on how to effectively use that step so that you can easily manipulate anyone.

Analyzing People

The first part of the process is to learn how to effectively analyze people. Before you can begin to manipulate anyone, you need to be able to understand what techniques will actually work on them. Analyzing people may come naturally to you in many respects, but it will also require you to practice. Essentially, you want to get a grasp for who the person is and what they are driven by. For example, if they are heavily emotional, you will want to manipulate them using techniques that play on their emotions. However, if you find that they are more logic-driven than emotion-driven, you will want to use techniques that play on their logical thinking side.

Analyzing people can be done in a few seconds, a few minutes, or even over several days or weeks. Naturally, the longer you have to analyze someone, the more chance you have of successfully analyzing them so that you can successfully manipulate them. However, in many instances, and especially as you get better, you can easily analyze anyone in an instant and use this information to help guide you through the manipulation process. For example, if you are a salesperson you may only have a few moments to properly analyze someone so that you can sell something to them. For situations like this, you would need to be able to analyze said person very quickly. The more you practice, the faster you will get. You will learn exactly how to practice and what to look for in the next chapter.

Manipulating People

Once you have successfully analyzed a person, it comes time to manipulate them. Manipulation is the part where you get to plant “seeds” in their mind to get them to agree with you on whatever it is that you want them to agree with. Manipulation includes several tactics, often verbally-driven, that allow you to gain the agreeance and acceptance of the “subject” that you are working with.

It is important to ensure that manipulation comes after analysis, even if you only had a few moments to analyze someone. Using the wrong manipulation tactics on the wrong person can result in them realizing what you are doing, therefore ruining your chance of success with manipulation.

Manipulation is the entire purpose of this book, but it actually requires both analysis and persuasion in order to effectively work. For that reason, you should note that while this book will emphasize on growing your ability to manipulate people, we will also focus heavily on how analysis and persuasion come into play with this practice.

Persuading People

Persuading people is the last step in the overall process of manipulation. This part of the process is often fueled by physical actions as opposed to verbal actions. These actions are an important part of manipulating people to agree with you or to comply with what you are asking for. You want to ensure that you are successfully using persuasion tactics to get your way every single time.

In this book we are going to explore the most important persuasion tactics you need to know and when they should be used, as well as on who. This is essentially the part where you get to seal the deal and ensure that the outcome is in your favor. This will be the last active step in the 1-2-3 process that you will use to manipulate people.

Staying Secret About It All

The final part of the process is not necessarily a step like the previous three are, but rather a part that you need to keep in mind the entire time that you

are working on manipulating someone. When you are practicing manipulation, it is important that you understand that you must stay secretive about your intentions the entire time.

If someone were to discover that you were manipulating them, two things would happen. First, that person would lose trust in you, ultimately taking away any chance you have at success in the future. Second, you would shed light on what you were trying to do and they would see through every manipulation and persuasion tactic you tried from thereon out.

It is important that you learn to stay completely secretive about your intentions throughout the entire manipulation process. In order to ensure that you know exactly how to do this and that you are successful with the vital secrecy part of the process, we are going to explore how you can maintain your secrecy in Chapter 5.

Manipulation is a practice that can be used by virtually anyone. There are no restrictions or limitations on who can use manipulation, or when. Naturally, you want to avoid using it at any time where it would be morally or lawfully wrong. For example, you would not want to manipulate someone into having a relationship with you when they do not want to, as this would not be correct. However, these strategies are phenomenal in business negotiations, in trying to get what you want, in manipulating their perception on who you are, and other such things.

If you are interested in manipulating people, it is important that you always start with one thing. This is something that should come well before you even begin analyzing the person. That is, you should know exactly why you are manipulating the person. What are you trying to achieve with your manipulation strategies? What is your desired outcome? By having a clear understanding of what you are working toward, you will easily be able to choose the proper strategies to help you get there. Think of each of the techniques that you will learn about in this book as a vehicle to help get you to where you want to go. All you have to do is pick the right one and you will inevitably get there!

Chapter 2: Analyzing People

The very first step to manipulating people, as you now know, is analyzing people. You cannot manipulate someone if you cannot analyze them effectively, so it is important that you learn how to analyze people first. There are many steps to analyzing people, and there are a few important things you need to know about the analyzing process. So, before you begin learning any important techniques, you are going to learn about why the analysis process is so important.

Why Analyze People?

Analyzing people successfully is ultimately the first step to being able to easily manipulate anyone secretly. By knowing exactly who you are trying to manipulate and what would likely work on them, you can choose manipulation strategies that they are less likely to be shielded toward. For example, if you try to manipulate someone who is logic-driven with emotionally-driven strategies, they are likely going to see what you are trying to do. As you know, when someone begins to see through your strategies, they become flawed. Now, the person will know what you are trying to do and they will see every strategy you try, even if you try and flip over and start working on a strategy that would have been better suited for them from the start.

Rather than going in blind, you analyze people. This gives you the best opportunity to choose the next “vehicle” to get you to where you want to go. By paying attention to things such as their body language, their facial expressions, what they say (and what they don’t say), and other important elements of said person, you develop an idea of who they are and what they care about. Then, you can use this to manipulate them to do virtually anything you want them to do.

When you are analyzing a person, you are looking for three things in particular: what drives them (emotions or logic), what their personality is like, and what they care about specifically. When you know what drives them, you know what strategies to use to manipulate them. When you know

their personality, you know how you can persuade them effectively. And when you know what they are about, you know what “ammunition” you can use to really get into their mind or heart and start doing a number on them. This will give you specific topics, subjects, or content that you can use to get them to actually care about what your cause is and to agree with you or comply with what you are asking.

Analyzing people can take a few seconds, such as in a sales deal, or it can take several weeks, such as in a major deal or when you are trying to get something particularly large out of someone. The better you get, the faster you will be at analyzing a person. Certain things will require you to have more information than others, therefore certain things will always take you a fair amount of time before you can confidently say that you know enough about the person to manipulate them effectively. Take your time and learn to analyze people properly so that you can rely on this skill when it comes to the overall manipulation process.

If you feel confident that you understand why analyzing people is important, what information you are looking for, and how it contributes to the overall act of manipulating, then it is time that you begin learning to analyze people! In this chapter you are going to learn four methods of analysis: body language, facial expressions, verbal and non-verbal cues, and how to look at other aspects of the person’s life to gain more information about them. These four steps will help you understand plenty about a person so that you can both understand who they are specifically, as well as understand what type of reactions they are having to what you are saying to them. Being able to gauge how they are responding to your words and actions will ensure that you can stay on an action path that keeps them comfortable around you, rather than accidentally putting their guard up and blowing your chances.

Body Language

Body language is one of the most talked about forms of analyzing people for any reason. Because of that, we are not going to spend a significant amount of time discussing basic body language. In case you are brand new, however, we will go into some detail about it. Then, we are going to explore

more complex body language patterns and signals and what they can teach you about the person.

For basic body language, it is fairly simple. In fact, you can likely read it without even trying. If a person seems closed off, like they are shielding themselves, they are likely frustrated or angry. For example, if their hands are crossed over their chest and they are leaned back in their seat with their face either expressionless or their brow furrowed and a slight frown on their face, they are likely angry. However, if they have their hands crossed over their chest and they are leaned back but have a somewhat sad look on their face, such as soft eyes and a slight frown, they may be feeling vulnerable and uncomfortable with the conversation that is being had. If the person seems “droopy” or like they are almost melting, such as with a melted expression of soft eyes and a frown, hands down loosely by their sides and their body overall hanging down toward the ground, they are likely sad about something. If they have their hands on their hips and they are leaning forward, or they are pointing at the person in front of them, they may be feeling assertive and like they are trying to convince the person in front of them about something. If they have a light and loose posture and they are smiling, there is a good chance that they are feeling happy and positive.

Humans are programmed to read other humans, as this is how we learn to navigate social situations. In many cases, you can likely already tell the overall feelings or emotional tone of a person just by looking at them, even without having any background knowledge on body language or similar subjects. That is exactly why we are not going to get overly deep into learning about basic body language: you likely already know it, even if you don't realize that you do. However, if you are not completely confident in your body language reading skills, you should stop reading now and take a few moments to try reading the body language of people. If you are around other people, observe them for a few moments and see what you can gain out of their body language. Are they relaxed? Rushed? Content? What are you learning from their posture and positioning? If you do not have people around you, consider watching a video or some television for a few minutes and observing the people in the show. This will help you understand what body language is like and how you can read people's basic body language cues.

Once you are confident in reading basic body language, you can explore more body language reading skills. These will include skills that allow you to understand complex body language. Often, most people don't know how to read these complex signals. Although we may on some deep level have a general idea of how that person is feeling, most people are completely oblivious to these signs. Since you want to manipulate people, however, you need to know these more complex analysis strategies.

The best way to understand someone's body language is to pay attention to their hands and feet. These tend to be the two parts of the body that express the most when it comes to body language or body expression. Whatever these are doing will manipulate how the arms and legs are positioned, which will ultimately tell you what the person is thinking and/or feeling in any given moment.

Start with the hands. Notice where they are placed, and how the arms are positioned in accordance with their hands. For example, if their arms are crossed and their hands are on either elbow but they are fidgeting with their hands, the person is likely angry but also anxious. They may be looking for an opportunity to escape the situation. If the person is tightly grasping their elbows or they have their hands clenched into fists, they may be feeling as though they are getting attacked by the other person and therefore they feel aggressive. The physical "shield" across their body as well as the tightness or clenching in the hands shows that they are trying to contain their emotions, but that they may be struggling with it.

If the person only has one arm across the front of them and their hand is holding the other arm which is dropped down next to their body, they are likely feeling uncomfortable in the situation. They may be feeling vulnerable, anxious, or otherwise fearful. Often, this is something people do when they are trying to reassure themselves and they are feeling some form of distress.

If someone's arms are crossed but their thumbs are sticking out and pointing upward, this actually means that they are feeling confident. They may not be shielding at all, but rather putting up a subconsciously "aggressive" and "assertive" front before them, showing that they are above

everyone else on some level. This is a common pose in business people, especially when they are posing for pictures or marketing campaigns.

If someone is holding their hands, particularly down in their lap, they are likely feeling uncomfortable. This is often a submissive sign that shows that they are uncertain with their surroundings. They may be feeling distressed, or they may simply be feeling out of place or otherwise uncomfortable. Playing with their hands in front of their chest often shows that they are feeling uncertainty and that the person may be unsure about themselves in the particular situation at hand. The more they are fiddling with their hands, the more nervous they are.

The next place you want to look is down at the person's feet and legs. These will give you a lot of information about what the person is thinking, as well as other information such as where they want to be. For example, if a person is in a conversation with someone but their foot is pointing toward the exit, this means they are not actively paying attention to the conversation. Instead, they want to leave and they are likely looking for an escape. This may not mean that they are uninterested, however. It could be for any number of reasons, such as running late on their schedule, feeling uncomfortable in the environment, or of course being disinterested or uncomfortable in the conversation. Looking at the overall body language will tell you what exactly they are feeling or wanting to run from. In general, wherever someone's toes are pointing will signify what they are thinking of. If they are pointing in two directions, this often gives a two-part message. For example, if their toes are pointing toward the person they are talking to and the exit, they may want to leave with that person. Or, they may be engaged in the conversation and enjoying it but need to leave for a reason other than disinterest or discomfort in the conversation.

How people walk also tells a lot about what is going through their mind at any given time. For example, if they are walking quickly, they likely are not thinking about much. The slower they walk, however, the more a person is likely thinking about. If someone is standing tall and proud, swinging their arms by their side and swinging their hips as they go, they likely feel confident and proud. However, if they are hardly moving and they are trying to keep themselves as still as possible while walking, they likely feel as though they are trying to shrink themselves so that they aren't noticed.

One stance that is typically associated with men but can be used for anyone in general is a separated leg stance. This is where their feet are directly under their shoulders and they are standing tall in their position. When someone stands like this it signifies that they are feeling confident and that they are not backing down. This is a common stance in the military and other similar organizations as it helps the men (and women) look stronger and more confident in their position.

Another thing people tend to do with their legs and cross them. Whether they are sitting or standing, crossed legs often have the same symbol across the board. That is, the person is unsure about the situation and they are “closing” themselves off from it. This is much like the crossed arm pose, but it does not feature a feeling of being attacked or feeling angry about anything. Instead, it shows that the person is uncertain about the situation they are in, likely because they don’t know the people they are surrounded by. Often, people standing like this are also slightly further away from the people they are talking to than the average person would be. They are essentially trying to close themselves off and distance themselves until they are more clear on who the person is and whether they should open up to them or not. When sitting, this can also mean that the person has closed themselves off from the situation or conversation because they are uncomfortable or unhappy with it.

When reading someone’s body language, you always want to look at each individual part of the body and then read it overall. This will include their arms and hands, their feet and legs, and their facial expressions. We are going to explore facial expressions separately from body language because there is a lot to learn, however you should note that they are technically a form of body language. When you are reading, you want to see what each part of the body is saying and read it all together as an overall message. For example, if the person has crossed their arms and their legs and their feet are pointing toward the door, they are clearly unhappy with the conversation and want to leave. However, if their legs are still uncrossed and their feet are pointing toward the person they are talking to but their arms are crossed, they may still be interested in the person or the conversation, but they are simply feeling unhappy with the topic at hand. Reading body language is like listening to someone tell you how they are

feeling: you need to hear the entire sentence before you can fully understand what they are feeling and thinking. If you only listen to a few words, you are not going to clearly understand what they were trying to share with you.

Facial Expressions

There are many different facial expressions that people use when they are conversing with people, or even when they are not conversing but rather they are observing or listening. As you just learned, facial expressions are technically a part of body language. However, the face itself holds a wide variety of expressions and you should understand how to read them. For that reason, we are going to analyze facial expressions independently from body language. Still, you should read it together with the other features of body language to get the overall “message” that a person is sharing from their body.

You likely already know the most basic facial expressions: frowning means sad, frowning with a furrowed brow means angry, smiling means happy, and a neutral expression means bored or maybe content. These are basic facial expressions that we learn to read when we are young, so we are not going to bother going into depth on these expressions. Instead, we are going to focus on more complex expressions and what to look for to understand someone else. You may already understand some of these expressions, or have a general clue as to what they mean. However, we are going to look at them more in-depth so that you can get a very clear understanding as to what they mean, specifically.

The first expression we are going to consider is one of confusion. This face is often featured with tight lips, a slightly furrowed brow, and squinting eyes. Someone may even put their hand near their face, such as to scratch somewhere on their face or head, or to cover something such as their mouth when they are trying to figure something out. If someone has a confused face, they may be struggling to understand a specific concept, or the entire topic of the conversation may be confusing for them. The best way to tell is to see how long this expression lasts and what has caused for it to come up in the first place.

Shame is another look that people are often unclear as to how it can be read. In most instances, a look of shame starts with someone not being able to keep eye contact. They may also simply look down to avoid it, or momentarily close their eyes as if they are trying to escape the conversation for a minute. Their eyebrows will be pinched together, often showing that they are upset with themselves for something that they have done. Often they will hide their face behind their hands in some form as if they are trying to literally hide from the situation.

Surprise is a very easy look to identify, as it is often recognized by their jaw dropping and their eyes widening. However, you should note that surprise does not always look that way. For example, if you are trying to sell something to someone and you surprise them by telling them the price is higher than they were originally looking to spend for what they really want, they may quickly flash their eyebrows up and widen their eyes as they take in what you have just said. This expression will last a moment and their face will quickly resume to the original expression that they had. This means that they are shocked or surprised, but that they are not completely surprised. In other words, they feel one way about the entire conversation (which can be read by their lasting expression) and that particular fact surprised them.

When people are feeling seductive, you can also read this on their facial expressions. Often, their head turns downward so that they can slightly look up at the person they are interested in seducing, helping them to give a soft and vulnerable look to the person they are wanting to seduce. Their eyes are often fixed intensively on the person they want to seduce, with them rarely looking away. Of course, they will naturally feel the urge to look away from time to time, but their glance will often go towards something rather than someone. This shows that they are not interested in the other people in the room, but that they are human and that they do need to break the eye contact from time to time! They may narrow their eyes to really intensify their focus on said person, and often they either purse their lips together or drop them slightly apart when they are interested in the person. Their head often tilts slightly sideways, exposing more of their neck to the person in front of them. All of this helps increase the vulnerable “feel” of the look they are giving, helping to seduce the person they are talking to.

Fearful expressions can vary, with the most obvious and intense one being someone screaming with a very tense face. In more frequent situations, however, where screaming is not permitted, a look of fear may be a little less obvious to determine. Often, their eyebrows are tightly furrowed but raised and their eyes are big, and their neck and jaw area will begin to tense.

When someone is genuinely happy, they often feature this by having a big smile on their face. However, you can tell it is genuine by their eyes. If their eyes are slightly squinted and they have crow's feet next to their eyes, they are genuinely happy. However, if their eyes remain unmoved despite a smile being on their face, the smile is not genuine. They may be smiling out of fear, obligation, or other emotions. However, they are not smiling because they are happy.

Verbal and Non-Verbal Cues

Naturally, you can tell a lot about a person by what they say. You can also tell a lot by what they don't actually say. Verbal and non-verbal cues are two powerful ways that you can get into the mind of someone else to truly understand them. The best manipulators are masters at reading what someone is saying (and not saying) to quickly analyze what drives them and what they are thinking.

There are many cues that are held in verbal language. In fact, there are too many for this book. To study verbal and non-verbal cues in-depth would take at least one, if not several books to get a strong idea of exactly what every verbal and non-verbal cue actually meant. For that reason, we are simply going to analyze common phrases and what they mean. This will help you generate an understanding of tone of voice and words themselves, allowing you to customize this skill to anything your subject is saying to you. In most cases, the cues remain the same even if the sentence structure varies slightly.

“I was on another television show last night.”

The operative term in a sentence like this is “another”. This person has not only done something multiple times, in this case appear on TV, but they

also need to make sure other people know about it, too. They are often doing this to boast their social class and improve their self-image in front of their peers. If they brag by saying words such as “another”, “again” or other similar words, they are trying to make their bragging look casual, as if they are completely used to that experience and it is normal for them. The implied reasoning is that they are of a higher social status than they may actually feel that they are.

“I worked hard to get to where I am today.”

The operative term in this sentence is “hard”. Someone who says something such as “I worked hard” or “It was hard” believes that they themselves are not worthy of their achievements. Instead, they believe that they would have never gotten there had they not exerted themselves and worked as hard as they possibly could to get there. They are often proud of their accomplishments, but may struggle with self-esteem issues.

“I waited patiently for her to finish before I left.”

The operative word here is “patiently”. This person is implying that they wanted to get out of said place or that they were in a rush, but that they were willing to wait for something to be completed, for example someone speaking. This means that even when they are in a rush or they have prior commitments, they are committed to seeing things through. They have personal restraint and are willing to settle down and hold back so that they don’t upset anyone or cause a scene where one is not needed. They may also be somewhat complacent and willing to let people get away with things for fear of standing up for themselves.

“I decided to buy the top.”

Here, the operative word is “decided”. In this case, the person decided to purchase the top. This means that they had to think about whether they actually wanted it or not. They put thought into the process before actually following through. The alternative would be a phrase like “I just bought that

top”. Here, “just” would imply that they purchased it impulsively without thinking about it.

“It was the right thing to do.”

Here, the person is emphasizing on the topic being “right”. They were struggling with a moral, or potentially legal or ethical dilemma. They struggled to make the right decision, likely because it was hard for them. Still, they did it. This shows that the person has the ability to be fair and do the right thing, no matter how hard it is. People like this are often very considerate toward others and want to make sure that everyone involved is happy and treated fairly.

The Person Overall

In addition to paying attention to body language, facial expressions, and verbal and non-verbal cues, the last part you need to look at when you are analyzing people is the person overall! This means that you want to look at them outside of all of these cues to learn more about them. Pay attention to things like who they surround themselves with, where they spend their time, and what they are dressed like. In general, people are very similar to the people they surround themselves with. So, if you find that they are surrounded by a lot of people who are very fashionable and smart, it is likely that the person you are communicating with is fashionable and smart also. If they are surrounded by people who are loud and carefree, this is likely to be true for them as well. If they spend a lot of time in upscale restaurants and high end fashion stores and they look comfortable, then you know they are comfortable around wealth and money, meaning they likely have it themselves. The same is true if they are dressed well, such as with designer clothes. If they are dressed poorly, however, and they spend a lot of time at home or in places that don’t particularly boast “social class” they are likely average or may even be under the poverty line, depending on the specifics. Paying attention to someone in general and their lifestyle is a great way to generate a greater understanding on who they are, what they

are interested in, what they are comfortable with, their income situation, their social status, and more.

Deciphering What Drives the Person

Once you have analyzed someone, it is time to determine what drives them! For virtually everyone, the answer is that they are emotionally driven. This includes people who are logically-driven, as confusing as that may sound. People who are logically driven can be driven by the right emotions, however they are more likely to require logical references and information to help get them there.

The best way to determine whether someone is emotional or logical is to listen to them. If they are regularly talking how something makes them feel, they are likely to be primarily emotionally driven. They may prefer some logic, or they may not care about logic at all. However, if they are regularly stating facts, asking about specifics, and looking to details about things so that they can analyze it for themselves, they are likely logically driven. These people need a mixture of both logic and emotion to get them to the “end result”. So, you will want to cater to their logical needs by giving them plenty of facts and information, as well as using emotion to help drive them. Logically-driven people typically take slightly more work to get what you want from them, but only because you need to be confident in stating facts and giving them specific information. You will learn about how you can master that art in Chapter 4, “Persuading People”.

Chapter 3: Manipulating People

Now you get to get into the bulk of the manipulation process! You are going to learn about the exact purpose of this book, and how you can master it. Once you have learned to effectively analyze someone, it is time to learn how you can manipulate them effectively! Here you are going to understand what manipulation tactics exist, and which you should choose based on what drives your subject.

Manipulation is easy once you learn how, so take your time and focus on really mastering these steps so that you can rely on them in the future. It is also important that you do not skip to these steps before you have fully mastered analyzing people. Manipulation will not be nearly as effective if you have not fully analyzed the person you are trying to manipulate, so it is mandatory that you take your time and master that part first. Then, mastering manipulation will become infinitely easier. You will likely find that it takes you minimal timing to really grasp the concept and make use of these tactics if you have already successfully analyzed your subject!

If you feel that you are ready, read on for the best proven manipulation tactics out there!

Encourage Them to Say No

If you want to ask someone for something, such as for a sale or for something big, you often want to start by asking something that you know they will say no to, first. You do this by encouraging the person to say no to you through a tactic such as asking for something outrageous or unreasonable first, then asking for what you actually want second. You want to deliver it as somewhat of a two-part option, leading them to believe there is no third option. For example, you might say “So, would you like the four-year warranty for \$999, or the six-year warranty for \$1099?” Here, you did not ask if they wanted to go with no warranty at all. Instead, you gave them a choice to choose between a four-year and a six-year warranty. Since the six-year warranty is only an extra \$100 and comes with two extra years of protection, this is the one you want to sell them. However, you need to get

them to say yes, first. When you state it like this, you lead them to think about it. Then, you can add “Just so you know, the extra two years only cost \$100 extra and it protects against everything from damage to natural breakdown. To me, it is a necessity to protect your investment.” This way you have completely erased the idea of “no warranty” from their mind and made it a “necessity”. You have also offered them an additional two years of protection for only \$100. They are more likely to go with that option since it is more favorable to the shorter warranty for nearly the same cost.

By encouraging someone to say no to what you don’t want, it makes it easier for you to get them to say yes to what you do want. Some other examples include things such as:

- “So, will that be a five-year contract, or a two-year?”
- “Do you want to go on a date to the top of the Eiffel tower, or to the Keg tomorrow night?”
- “Would you rather stay here by yourself and wait with all of these strange people around, or come with me and keep me company while I run errands?”

By manipulating your phrasing to sound like the person only has two choices and both are ones you have picked for them, you ultimately get to decide which of the two the person is going to respond to. Since you have intentionally made one outrageous or unusual, or simply one that they would most likely say no to, they are more likely to say yes to the one you actually want them to agree with.

Establish Similarity

People are attracted to people that they have similarities to. By creating the illusion that you have plenty in common with someone, you give the idea that you are the same. Through that, you are able to establish trust and chemistry. This will lead to the person liking you a lot more, even if they don’t already know you. Once they feel this way toward you, they are far more likely to agree with you and want to do the things that you suggest. This is because they feel like you know them and that they can trust you to suggest things that would ultimately be to their benefit or favor. For

example, you might say something like “I really like my TV, even though I paid \$9,000 for it. It was expensive, but it was completely worth it. Because I love relaxing after work and enjoying the game while I eat dinner, it was a no brainer for me. I know that you like football too, and you have got to see what the game looks like on a TV with this resolution! It feels like you are really there, watching in real time!” In this example we will assume that you have already established similarity and learned that your client is interested in football and enjoys having the best of the best. You also get the opportunity to overcome any money resistances that they may have toward the product. As you can see, similarity gives you “pull” with the person you are manipulating.

Establishing similarity is easy. It comes from relating to what someone is saying and then sharing information that they would relate with as well. For example, if they say they like the color red, you would agree. Then later you would say something like “That is my favorite _____, especially because it comes in the color red!” Here, you haven’t directly stated that it comes in red for them. Instead, you have shared that you love red and it makes you excited. Since you already know they like red, they are more likely to feel as though they are similar to you because they would also be the type to get excited over this information. You can do this with virtually anything. If you are on a date, for example, you can express similarity by how you feel toward your career, your goals, and your life in general. You can share similarity by listening to what memories your date shares with you and sharing similar memories that you have, and ultimately by trying to create a situation where they feel like they understand you and you understand them, no matter how little you may know each other.

You can also use body language to establish similarity! This is more of a persuasion tactic, but it is still important in the manipulation process. The way master manipulators do this is through a practice called “pacing”. That means that they essentially mirror a person’s body language and use their cues, including verbal and non-verbal cues, to generate a feeling of similarity. Because you are behaving in a similar way to your subject, they feel as though you are similar to them on a deep, psychological level. They may not recognize it consciously, but their subconscious mind will recognize that you are copying them and it will take this as a sign that you

and your subject share many similarities. You never want to be too obvious when doing this, but mirroring them to some degree is a great way to boost your morale with them and increase the pull you have when convincing them to do what you want them to do.

Inspire Fear, Then Provide Relief

One very popular and highly effective way of manipulating people is to use fear. Whether someone is emotionally driven or logically driven, they are going to be easily moved and manipulated by fear. The trick with fear is to inspire fear in someone and then provide a solution for relief. This is a great tactic for selling stuff, spreading information (such as through the media), and for getting your way with virtually anything else.

This tactic works in an extremely simple two-step manner: cause the other person to fear something, and then give them a solution that inspires relief. In order to make the most of this tactic, you first want to have a general idea of what you can use to inspire fear. In other words, you will need to properly analyze the person so that you are clear on what they would actually be afraid of. Then, you can use this to create fear naturally. Once you have, you want the solution you are offering to be the form of relief.

Here is an example of inspiring fear and then offering relief:

News: “Today, sixteen people have died as a result of an attack by an unknown source. While many witnesses claim they know exactly who was responsible for the attack, authorities have not yet located the individual. In the meantime, twenty-three others are in the hospital to be treated for varying degrees of injuries, from minor scratches to extensive damage caused by the bullets spraying through the crowd. Stay tuned as we will provide you with updated information as the situation unfolds.”

We are exposed to forms of manipulation like the one above on a daily basis. In very basic reality, we are fearful because many people were shot, and the attacker is still on the loose. Technically, the relief source would be the authorities who are actively searching for the attacker. However, the news broadcaster has shifted the relief to be the news station itself as they are claiming to be the ones that will provide us with live updates and who

will inform us when the attacker is finally caught. Therefore, instead of relying on the authorities for relief from the fear, the audience is relying on that news broadcaster.

The ultimate goal is to make your product, service, offer, or solution the one that provides relief from a very real fear. When people are afraid, they are often desperate for a solution that will alleviate the fear and make them feel safe and comfortable once more. If you are the one who can invoke the fear (without making it look intentional) and then provide relief (without making it look staged), then you are the one who orchestrates both parts of the strategy. This means that you can easily “sell” your solution because the person you are talking to is actively “buying”.

Use Guilt, Play the Victim

For people who are driven by emotion, manipulating feelings of guilt and playing the victim are two great ways to manipulate people. These ways have a tendency to be more obvious if you are not careful, but if you plant it properly you can use these without seeming like you are intentionally manipulating the other person. Instead, they will see that you “need” their assistance and they will be eager to provide it.

Using guilt means that you essentially guilt someone into doing what you are asking of them. There are many ways that guilt can be manipulated, depending on the situation at hand. For example:

- “But you owe me, remember when I helped you?”
- “You don’t want to disappoint me on my birthday again, do you?”
- “I recall you told me last time you purchased her a gift it was not what she wanted. You wouldn’t want to be responsible for two bad gifts, would you?”
- “I covered your shift last week and you can’t help me cover mine now?”
- “I run all of the errands that you ask of me, why are you going to try and make me do this one, too?”

By using guilt, you can make people feel as though they are obligated to comply or agree with you. Because you are able to point out a genuine reason as to why they “owe” you, they feel as though they have to fulfill that obligation. People do not like to feel indebted, and using guilt is a great way to make them feel as though they have to help you or do what you have asked. This is how they can make sure that they don’t “mess up again”, or “take advantage” after all!

Playing the victim works synonymously with using guilt to get your way. Playing the victim essentially means that you make people feel as though they are asking unreasonable things from you. As a result, they are more likely to comply and give in to what you want from them because they feel guilty that they were the ones “trying to manipulate you”, even though technically you are manipulating them with this tactic! It works like this:

- “I can’t believe you would ask that of me! After all I’ve done for you? Why would you take advantage of me like this?”
- “I have never once treated you the way you are treating me now, what makes you think that is okay? I don’t deserve this.”
- “I was only doing what you asked of me, it’s not my fault you didn’t ask clearly!”
- “What, am I not good enough to do _____ for you?”
- “Do you really think of me like that? What did I do to make you think so lowly of me?”

When you switch into the victim card, people automatically feel as though they have been unkind to you. Then, they turn into a mode where they want to “fix” the situation. That is where you get to offer them your solution. Because they want to make you feel better, they are far more likely to say yes so that you won’t be so upset anymore. Then, you get your way!

Use Logic to Appeal to Rational People

People who are logically-driven are also emotionally-driven, as you know, but they also require you to cater to their logical side if you are going to actually get anywhere with them. This is not as hard as it sounds, but it does take some practice.

Using logic to appeal to rational people mostly works through providing a lot of factual evidence and statistics that back up what you are trying to “sell” or “solve”. This can work in many different ways, but ultimately you want to infuse as many facts as you can. You want to make it seem as though you know all of the facts that are required in order for someone to make the decision so that they don’t go and look for the facts themselves. For example, say you want to sell something to someone. Perhaps it is a skin care product that was created to help people with dry skin. The facts in the following statement are not accurate, but they will provide you with an idea of what the “solution” should sound like:

“You mentioned you have a problem with dry skin, right? I have this incredible skin care solution for you. Did you know approximately 60% of the population has moderate to severe issues with dry skin? This cream was tried on a group of 100 people and 99 of them claimed it made their skin feel smoother in as little as three days. Within a week, their dry skin symptoms had completely disappeared and they were back to feeling comfortable and confident in their own skin! It is made using a special ingredient that we have created in our own labs. It is patented technology that was designed to help cater specifically to problematic dry skin. It gets deep into the pore and infuses it with moisture, essentially hydrating it. Imagine taking a big drink of water when you are really thirsty! That is what it is like for your pores when you use this skin care product. Would you like to try some on? (Apply the lotion to their dry skin now.) It is only \$39.99 for a bottle, but today we are giving away two bottles for the price of one! So, if you buy one you get one completely free! Are you interested?”

Here, you took the time to fully educate the person on how the product works. You incorporated a large amount of facts, statistics, and explanation as to how the product works. Rather than solely targeting the emotional side of their problem (for example, a lowered sense of self-esteem from problematic dry skin), you appealed to the logical side of them, too. However, you were not completely focused on the logic. You did include words like “comfortable” and “confident” to appeal to the underlying emotional side that they have which would also need to be appealed to in order to successfully manipulate a logically-driven person.

By tailoring your solution to feature many facts, evidence, and statistics, you make it so that those with logical minds are more likely to want to purchase the product you are selling, agree to help you in some way, or otherwise engage in your solution or pitch. As a general rule of thumb, if you are uncertain as to whether or not someone is logically-driven, it is helpful to include a few facts in your pitch. Appeal equally to both sides and gauge their response to see how they react. If they seem to emphasize on the facts you have shared, share more. If they are more interested in the emotional benefits, elaborate on those. Paying attention to their reaction is a great way to continue to appeal to what they need to hear for them to agree with you and do whatever you have asked or take what you have offered.

Bribe Them

Bribery is a phenomenal tool. It works on getting children to complete their chores, and it works on adults when you need it to as well. You can easily use bribery in a number of different situations to help get what you want. In some cases, bribery will be obvious. In others, it may not be quite so obvious. You will want to choose how obvious you make it depending on the situation. For example, if you are trying to use guilt and bribery together to get your friend to loan you their car for the weekend, you might say something like “Come on, don’t you remember all of the times I helped you? Don’t you owe it to me? If you help me out this once I promise to take you out to your favorite restaurant on Monday, completely on me!” Wording something like this will make it very clear that you are trying to bribe the person you are talking to. There are many instances where this type of thing works, but many where it won’t, also. In general, this is a better solution to use in personal relationships where you know the person and you know what you can and cannot get away with.

If you need to hide your bribery, you can word your sentence differently. For example, say you are trying to sell an expensive product to someone. You start by putting the product in their hands and getting them to interact with it. Then, once they comment something to do with them liking the product, you say something like: “Yeah, that is a phenomenal product! Plus, we have an amazing promotion going on right now where if you purchase

that product you get a free (another product) with it! It's an incredible deal, and a great way to try out a couple of new things to see what you like the most, without spending more money!" Here, you look like you are simply offering greater value, and not trying to bribe the person into buying the product.

Chapter 4: Persuading People

Persuading people is the last part of the three step process to successfully manipulate anyone. Persuading is what you want to use after you have planted the seeds of manipulation. Manipulation is where you offer the solution, and persuasion is where you get to tip them over the scale so that they say yes. Manipulation is the part that mostly relies on verbal techniques, whereas persuasion is a series of verbal and physical techniques that you use to really get the person on your side and agreeing with you.

Overcome Their Trust Issues

People are always going to have trust issues. One of the best ways to persuade someone is to learn how you can overcome someone's trust issues so that they trust you. While this can sometimes take weeks or even years for some people, master manipulators are great at earning trust in a matter of seconds. It works through being charismatic, staying confident, and holding authority in your conversation. When you are able to lead the conversation, be friendly and open to the person you are talking to, and really get them to warm up to you, it becomes a lot easier for you to persuade them to work in your favor. This is the very first part of persuasion that you should practice every single time, no matter what drives them, what the solution is, or what you want to gain from the experience.

Know Your Product (Or Purpose)

When you are trying to manipulate people, you are going to have to overcome objections. They are going to ask questions, have concerns, and want to make sure that you aren't just trying to pull their leg. Even if you are, it is important that it doesn't look like you are. Having a clear understanding of your product or your purpose is a great way to ensure that you can provide answers and explanations for any objections in a moment, without missing a beat. When you have to stop and think about why someone should agree with you, you ultimately give them several moments to think about why they should not agree with you. The faster you answer

with your reasoning, the more likely they are going to agree with you. This shows that you are educated, you have a purpose, and you know everything that is needed to about either the product or the purpose behind what you are asking for.

Here is an example of a conversation where you overcome objection by knowing your purpose thoroughly. Imagine you are trying to get someone to cover your shift because you don't feel like showing up for work that day. If you simply say you don't feel like showing up, they are not likely to cover your shift. However, if you have a really good reason as to why you can't show up, they are more likely to make it work out. Here is an example of the conversation:

You: "Hey Peter, can you cover my shift today please?"

Peter: "I don't know, I'm busy today, though."

You: "But my car broke down and I don't have a way to work."

Peter: "Can't you take a bus?"

You: "One doesn't run past my house, and I don't have money for a taxi. I really need my shift covered though so that our boss doesn't get angry with me, I had to miss a shift last week too for my doctor's appointment."

Peter: "That sucks. I don't know, though."

You: "Please, it is only a 9-12 shift so you won't be there long. Catherine is already doing most of the work, so all you will have to do is show up for the three hours and get paid."

Peter: "I guess so."

You: "It's basically like getting paid to sit there, and I know you were asking the boss for extra shifts last week. Can you take it?"

Peter: "Okay, fine."

Here, you collected evidence and provided reason as to why Peter needed to cover your shift. You didn't only appeal to your need, but you also appealed to his need. Ultimately, you want to make your offer sound like they need it more than you need them to take it. When you can make it sound like it is good for them, the person you are persuading is far more likely to agree.

Stay Calm and Confident

In addition to being able to appeal to someone's need to trust you and to being charismatic and authoritative in a conversation, you also need to know how you can stay calm and confident. There are going to be many times where you feel nervous, or like you want to break your character and express emotions other than calmness and confidence. If you do, however, you are not going to be able to persuade people. Instead, you need to emanate calmness and confidence the entire time.

When people are starting to object to what you are asking, remain calm and confident. Assert why they are in need and stay positive in your position. Do not start getting desperate or pushing for them to agree with you or side with you. Instead, continue to be calm and confident as you swiftly work through the different stages of manipulation. At some point, you will earn their trust and they will come along with you. If you break character, however, they may begin to see through your actions and realize that you are only trying to manipulate them and that you aren't actually paying attention to their concerns or needs.

This is the same during informative parts of the conversation as well. When they are asking questions, give the answers with clarity and confidence. Be extremely assertive as to why they need what you are offering, and never waiver. When they ask about a certain feature, explain what that feature does with complete confidence, even if you aren't completely sure that you understand it yourself. The more you can remain confident, the easier it is for you to keep people confident in you and what you are talking about. Then, they will be more likely to agree with you and take what you are offering.

Manipulate Your Body Language

As you know, body language is massive. Most of us can read it on a basic level as a basic survival skill. However, many don't realize that they are

reading it. Furthermore, some will realize they are reading your body language and they may also be well-versed in what different signals mean. For both reasons, you need to manipulate your body language to comply with what you are trying to accomplish. For example, if you are trying to sell something and you want to be seen as confident, you cannot be expressing body language that shows that you are nervous. This will lead people to wonder what you are trying to hide and will cause them to not be trustworthy in you or your offer. Alternatively, if you are feeling desperate for their compliance and you show this through your body language, they are going to see your desperation and believe that you are not genuinely trying to help them, but rather that you are desperate to help yourself.

When you are working to manipulate people, always use confident body language. The only time there would be an objection to this rule is if you are playing the victim. Then, you need to use body language that looks as though you are feeling attacked or otherwise pressured by the person you are trying to manipulate. In general, however, you want to stand with a tall posture, with broad shoulders, and with your head parallel to the floor. Do not turn your nose up at people, and do not look up at them by turning your head downward, either. Instead, look at them straight on, smile, and practice so that you can respond without skipping a beat. Go back to Chapter 2 where we learn about body language and implement those body language strategies on yourself so that people read you the way you want them to read you. Manipulate how they view you to persuade how they respond to you.

Chapter 5: Mastering the Art of Secrecy

In addition to successfully analyzing, manipulating, and persuading people, you also need to learn how you can do all of this while being secretive about it. Remember, getting caught by not being secretive enough means that you are more likely to be rejected in your attempt. If you want to be successful at manipulating anyone, you need to be effective in making your manipulation secretive. In this chapter, we are going to learn how you can ensure that your attempts remain secretive the entire time to avoid you getting caught.

Practice Your Skills and Build Yourself Up

Practicing is typically one of the best ways to master something, and the same is true when it comes to mastering manipulation. However, this also rings true when you are practicing the art of secretly manipulating people. You can practice secrecy by mastering your skill slowly. Begin by simply learning to analyze people. Practice analyzing people without having them realize what you are doing. Learn to glance at their body language and read it quickly, without having to stare for a long time. Practice analyzing them from up close, and from a distance. Learn to ask questions about them and their life without making it blatantly obvious that you are trying to learn more about them for any reason beyond simply getting to know them. When you have done that, move to persuasion. It may sound backwards, but persuasion tends to be easier than manipulation when you are just beginning. Learn to use your body language to get people to see you in a certain way, or hold you in a certain respect. Practice how you can encourage people to agree with you on various things without using tactics of manipulation, but rather just through persuasion. Then, once you have mastered closing deals, master opening them on your own. Begin using basic strategies, like offering an “ultimatum” of two solutions: one outrageous or unusual one, and one that you want them to agree with or take you up on. Then, slowly work your way through the various steps of

manipulation. Refrain from using too many tactics in one experience until you have grown in your practice with them. Once you have mastered various techniques, then you can begin piling them on to one another so that you can use many and get your way every time.

Study Actors and Actresses

Actors and actresses have often studied for years to get to the position they are in when you see them on television or in movies. As a result, they have had a lot of practice manipulating their audience to believe absolutely everything that they are sharing. A good actor or actress can manipulate their audience to believe that they are angry, sad, romantically involved with someone, genuinely interested in something, and otherwise. While you certainly don't need to take acting classes (although it can help), learning to study actors and actresses and how they are able to make their audience believe such things is a great way to learn how to do it yourself, too.

When you are watching anything involving actors or actresses, be sure to study them in depth. Notice what words they use, the tone of voice they have, and how they carry themselves. Take the time to pay attention to their body language, their facial expressions, and how they change in the presence of different people. Notice when they are not in the presence of that person what they say. For example, let's say there is a show where someone wants something from someone else. They let a close friend know what they want from the other person before they try and get it, and then they go for it. Pay attention to how the actor or actress behaves with their friend, and how that differs from how they behave around the person they are trying to manipulate. What changes in their actions? How does their voice change? Often, you will notice their voice gets slightly higher pitched and maybe more enthusiastic, and their body language tends to perk up. They completely manipulate every part of their being to create an illusion of how they want the other person to interpret them. You should do this, too. When you are around that person, make sure that you are always "in character" as long as you are trying to manipulate them. Do not break character or you will make it clear that you have manipulated them. The same is true for hindsight. Ideally, you don't want people to look back and

realize that they were manipulated either, as this will dampen your chances for manipulating them in the future. Furthermore, if it happens often enough, people may talk and then it will ruin your reputation and cause everyone to be wary of your intentions, no matter what they truly are.

Prepare Yourself for Any Situation

Part of staying in character and keeping your intentions a secret is learning to prepare yourself for any situation. If you want to be successful with manipulation, you need to ensure that you are prepared no matter what the case. There are two reasons for this: first, if you are prepared, then you can easily find a solution for yourself to navigate through the practice no matter what comes your way. For example, anything they may try to use as a means to object your attempts can be warded off with the proper preparation and response. As well, when you are not prepared you may find that you break character for a brief second as you try to consider what to do next. You may pause for some time, flinch, change your body language for a moment, or otherwise send off a signal that you were not prepared and that you have been “caught”. If you are properly prepared, however, you will be able to maintain your composure and swiftly follow the conversation anywhere that it may go.

The amount of preparation you need depends on what you are trying to accomplish. If you are trying to sell something, for example, preparing yourself for the various problems or objections that your clients may face is a great way to ensure that you can easily sell to anyone who comes your way. You can effortlessly choose solutions and how to verbalize them depending on who you are trying to help when it comes to solving their problem. If you are trying to ask for something big, like a promotion or a raise, preparing yourself to enter the meeting and own the conversation is important. You need to be prepared to explain why you feel you are deserving, point out what you have done to help the company and why you are worthy of the raise, and persuade your boss to believing that you are worthy, also. If it is something smaller, such as an unexpected opportunity to manipulate someone for something, you may not have time to prepare. For that reason, you should consider your practice as your preparation.

Learning to be secretive, practicing analyzing people, and learning to follow the conversation and what tactics to use based on what cues are all the best ways to ensure that you are able to manipulate someone on a whim, even without practice.

Recognize Other People's Attempts to Manipulate You and Use Them to Your Advantage

One fun opportunity to practice manipulating people, and to increase your skill, is to recognize when you are being manipulated by someone else. When this happens, you can observe the situation and look at how they are manipulating. Watch their technique and observe how they deliver the manipulation. Keep in mind what they are doing that is successful, and what is not working. The best way to really get an idea of how it works is to see how it works on average people, as it may not work as well on you since you are a master manipulator yourself! However, getting an idea of how it works on you can also help you see how good they really are and how well their techniques actually work. For example, if you are great at manipulating others and someone effortlessly comes over and manipulates you, that is a fairly good sign that they are great at manipulating and that you should take a page from their book. Look to see how they manipulated you and what worked, and find ways to incorporate it into your own manipulation practices. In particular, look at how they are hiding their intentions. Pay attention to their words and what they do to keep their intentions hidden so that no one realizes they are actually being manipulated in the first place.

You can also use these situations to practice your own manipulation strategies. For example, say someone is trying to manipulate you into buying a car from them. If you learn to manipulate, you can watch what they are doing and reciprocate with your own manipulation. See if you can lower the price, get benefits added in, and otherwise optimize the deal for yourself. Push your boundaries and see how much you can actually get from the situation. This doesn't mean you actually have to buy the car, but

situations like this make for great practice. If you can manipulate someone who is clearly well-versed in manipulation tactics, it means that your own skills are improving. See if you can use someone else's attempts to manipulate you as an opportunity to turn the experience around and manipulate them instead!

Carefully Word Yourself

Hiding your intentions comes from learning to embed them in what you are saying. When you learn to verbalize yourself in a way that hides your intentions, it becomes a lot easier for you to secretly manipulate people. Do you recall verbal and non-verbal cues from Chapter 2? If so, consider how you can use these to your advantage. In order to get an idea of what it might look like for you to manipulate someone by embedding your intentions in your conversation, let's take a look at some examples.

Instead of: "I want you to buy this."

Try: "This is an incredible computer. I absolutely love it. It has helped my life in so many ways. I recall you mentioned you needed something great for school, and this is definitely great for that!"

Instead of: "I need you to take my shift."

Try: "I am not feeling well enough to go to work today and I need my shift covered really bad. I covered yours last week, can you please cover mine today?"

Instead of: "I don't want to go to your parents' house, I don't like them."

Try: "I can't believe you would ask me to go back there after how I was treated last time. Do you like watching me get attacked for trying to be nice, and then ending up feeling awful for the rest of the evening?"

By altering the way that you deliver your solutions or opinions, you make it easier for people to agree with you. The best thing you can do is to avoid directly stating your opinion and instead look for a way to verbalize it so that it comes out in a nice, covered way. Essentially, you want to learn to beat around the bush without looking like you are actually beating around the bush.

Don't Share with Anyone

They often say the best way to reach your goal is to refrain from telling anyone about it. When you tell people what you are trying to achieve, then it is out there. People are watching you, judging you, and putting pressure on you. However, if you simply keep it to yourself and do your best to achieve it without any support from anyone else, suddenly it becomes a lot easier. Even if you are learning to manipulate with the help of someone else, such as if you are learning to master this with a friend, you do not want to share and compare notes before manipulating. Instead, you want to talk about it after, if at all.

Talking about it before can have many different negative effects on your ability to successfully manipulate someone. For example, instead of being able to focus on manipulating, you will focus on your friend who is relying on you to manipulate the person. This puts pressure on you to create specific results, which can make getting what you want much harder. Stay completely secretive the entire time, and if you must, converse about the experience after it has happened.

Don't Put Too Much Pressure On Yourself

To elaborate on the idea of not putting too much pressure on yourself, let's focus on this specifically. It is important that you refrain from putting too much pressure on yourself when you are learning to manipulate people. First and foremost, you do not want to be manipulating people when you feel pressured to achieve a certain result. For example, if you and multiple other people are competing for a position in a company, do not put too much pressure on yourself to beat the others or to get the position. Instead, slow down and focus on the footwork. Pay attention to getting as close as you can, and do your best. Putting too much pressure on yourself to actually get the job, especially by way of manipulation tactics that you are not yet completely comfortable with, can result in you slipping up. You will likely break character, lose confidence, and maybe even forget what you are trying to do. The more pressure you put on yourself, the harder it will get.

Instead of making the first few times you practice manipulation strategies be on something important like a job, try making them on something unimportant. For example, getting someone to let you borrow something, or getting an add-on service for a cheaper price at a store. Working with your skills by practicing on things that don't exactly matter to you are a great way to ensure that you are able to successfully rely on your skills before you start using them in places where it counts. You would not dive off the high dive if you didn't first know how to swim, and you shouldn't try and manipulate in masterful situations if you are not yet practiced in the art itself. Instead of trying to do everything at once and master the art in one go, learn to slow down and master it step-by-step. Being able to successfully manipulate people is not a badge of honor unless you can actually do it well. Doing it well requires skill, and skill requires practice. The more you practice, the more masterful you will become. Then you can start relying on it and practicing using it in larger situations, such as with large sales, promotions, and getting things for free. Take baby steps, take the pressure off of your practice sessions, and watch yourself master the art in no time!

What to Do If You Are Discovered

If you are brand new to manipulation, there is a strong chance that you are going to be discovered at least once, if not multiple times. This is simply because you are not yet fully practiced with your art and so you need to work more toward it. This is another reason why you should practice in pressure-off situations where the outcome doesn't matter: if you blow your cover, the lost stakes are not crippling.

If you blow your cover, however, there are some things you will want to do in order to prevent yourself from being completely caught. So, when you find yourself in this situation, you must start by avoiding any further manipulation strategies. Many people will immediately move over to using guilt, victimizing themselves, and otherwise trying to manipulate their way out of the situation. However, if you have been caught, further trying to manipulate the person you are talking to is a good way to lose any remaining trust you might have with that person. They will continue to see

through your actions, and you will simply dig yourself deeper and deeper. This will not only make them feel as though they have been lied to, but it will also make them upset with you for your poor intentions. If you are doing something with high stakes, such as trying to get a job or make a big sale, you will destroy your reputation and this could cause for even more people to lose trust in you. Since one of the primary things you need to manipulate people is trust, you never want to do anything that would compromise people trusting in you. So, start by completely halting all manipulative behaviors.

Once you have stopped manipulating, move toward being a completely normal and calm person. Do not get upset or overreact to being caught. In fact, do not even show signs that you have noticed it. Instead, let the other person control the situation. Act calm and rational, and follow their lead. The goal here is to try and get them doubting themselves. For example, if they have caught you manipulating them, you giving in and following their lead means that they will begin to doubt that you were manipulating them. Or, at the very least, they will doubt that you intended to manipulate them. Then, they will feel guilty for accusing you and for holding the belief that you had poor intentions, and they will move toward trying to make up for the situation. In a roundabout way, this gets you back in charge and puts them where you need them: feeling guilty and like they want to “fix” the situation by giving in to you.

Novice and amateur manipulators tend to be the ones that use manipulation as an attempt to get their way out of being caught. If you want to skip being a novice and jump straight to an experienced manipulator, learning to dig your way out of it by creating doubt and therefore sensations of guilt are the best ways to master the art. Skip this amateur step entirely and all of the embarrassment that comes with being caught, and jump straight into being a master!

If you have already had some form of success with manipulating this person, such as positive response to previous attempts, it is important to note that they are likely not wanting to catch you manipulating them. Instead, they may have been warned about your strategies by someone else. The more likely truth is that they have already developed some form of attachment for you and that they want to see you as a good person, but

someone else has told them to be cautious. By creating doubt, you put the favor and trust back into you, and not into the person who told them to be wary in the first place.

The final thing to remember about creating secrecy in your strategy is that it takes time. Rushing will put you in a vulnerable position where you are trying to remember too much and practice too much all at once, leading to many opportunities for you to blow your cover. The best way to generate success is to take it slow, practice, and pay very close attention to your words and physical actions so that they are working together to promote your perceived intention, and not your true intention.

Conclusion

Congratulations on reading *“How to Secretly Manipulate People: Discover How To Manipulate, Persuade And Influence Anyone, Taking Advantage Of Human Psychology”*!

This book was designed to help you learn about how manipulating works, and the three most important steps involved in manipulating. It was also created to help you learn how to do it secretly so that no one catches you in the act! After all, manipulation does not work very well if you are caught manipulating people!

I hope that this book was able to successfully answer any questions you may have had around manipulation. From helping you understand how it works and discovering how analysis and persuasion play into it, to learning how you can complete this act secretly, I hope you learned a lot. Please take the time to remember how important it is that you move through the steps in the appropriate order if you are going to successfully manipulate anyone you want to. First you analyze people, then you manipulate them, and finally you persuade them. As a result, you should be able to get anyone to agree with you and give you anything you want.

The next step is to practice. The more you practice learning how to manipulate people, the more effective you are going to be. Take your time, learn one skill at a time, and get really good at it before you move on.

Remember, you will not be able to master this art overnight. If you want to be a master manipulator and successfully learn how to manipulate people to do virtually anything you want them to do, you need to take the time to actually master the art.

As we said, you would not dive off of a high dive before learning how to swim. Likewise, you should not try to manipulate someone in a large and important situation before you learn how to manipulate in basic situations with lowered stakes. Practice analysis first, then persuasion. When you are ready, move into manipulation. Practice learning how you can pick the right “roadmap” for each personality type and drive, and how you can manipulate yourself to make these strategies actually work! Practice your

body language, facial expressions, and other verbal and non-verbal cues to ensure that you are sending the correct message, therefore helping you get your desired results.

Lastly, if you enjoyed this book I ask that you please take the time to honestly review it on Amazon Kindle. Your feedback would be greatly appreciated.

Thank you, and good luck!

Human Psychology

21 Fundamental Principles of the Human
Mind to Understand How People Think and
Behave and Subconsciously Influence Their
Actions

Leonard Moore

Human Psychology: 21 Fundamental Principles of the Human Mind to Understand How People Think and Behave and Subconsciously Influence Their Actions

Thank you and congratulations for downloading “*Human Psychology: 21 Fundamental Principles of the Human Mind to Understand How People Think and Behave and Subconsciously Influence Their Actions*”.

This book is designed to help you understand the vast topic of human psychology and how it influences people to behave and act in their lives. Understanding human psychology gives you the opportunity to discover why people behave how they do, what leads to them having specific actions, behaviors, beliefs, and thoughts, and how you can use these natural tendencies to subconsciously influence or direct their actions.

Human psychology is an incredibly vast topic, but it is not entirely mysterious. In fact, the majority of psychologists believe that you can easily predict someone’s likely actions and behaviors based on their psychology. You can determine their psychology through analysis, monitoring, and interacting with them. Then, you can use these predictions and understandings to direct their behavior and have them acting or behaving in a way that favors what you desire from them.

In addition to understanding how other people behave, having a basic understanding of human psychology also gives you the opportunity to understand how you behave. This can help you in influencing and directing your own behaviors, which can, in turn, make you an even stronger influencer when it comes to directing other people’s behaviors. Furthermore, it also protects you from being negatively impacted by others

who may try and direct your behavior if they have a strong understanding of human psychology or manipulative tendencies.

Human psychology is a powerful tool that you can use to determine who people are, how they behave, and what you can do about it. Whether you are a boss who wants to have greater success in directing your employees, or you are a person who is looking to influence the behavior of those around you to gain some form of reward or benefit from their actions, you can use a human's psychology to get them to do almost anything you want.

In this book, we are going to explore 21 different principles that relate to human psychology and directly impact your ability to influence others. These psychological features are ones that are present in virtually everyone, and many of which give you the opportunity to understand how they work. While some are not ideal for using to direct people, understanding how they work does mean that you can prevent these from negatively impacting you in any way. Furthermore, you can witness how they have directly impacted others and use this as a means to further influence or direct them. For example, a person who has been heavily bullied will likely be less trusting in the first place but will formulate deeper and more trusting bonds over time. Understanding these influences and results of negative experiences in their past, such as bullying, can help you understand how they will behave and what you can expect from these individuals. They may also help you draw conclusions and understandings of other behavioral symptoms they exhibit, such as low self-esteem, low willpower, and other such things.

If you are ready to learn about how you can use these 21 fundamental principles of human psychology to influence and direct people in life, then it is time that you begin exploring within the pages of this book! Each chapter is dedicated to teaching you about one of the twenty-one fundamental principles. You will learn about the psychology behind these principles, the reason why people engage in various behaviors as a result of these psychological functions, and how you can use many of these principles to predict or influence an individual's behaviors or beliefs. These teachings are generated in easy, simple-to-understand terms that can be learned by anyone, whether you are new to the world of human psychology, or if you have already been studying this topic for some time. There is

certainly someone for everyone within this book. So, settle in and please, enjoy!

Chapter 1: Decision-Making

The human psychology behind decision-making is one that is often rooted in an emotional foundation as well as one based on assumption, rather than a logical one. Although we have infinite supplies of information and research available to us at any given minute, most humans are not interested in researching this information and coming up with a rational answer that reflects their research. In fact, in many cases, even when an individual has conducted research on a specific topic, they will still choose in favor of what they prefer emotionally or based on our assumptions versus what they prefer rationally. The reason behind this is interesting, and we are going to explore it deeper, now.

Emotional Choosing

One of the biggest reasons people make decisions rooted in emotion versus in rational logic and reasoning is because we are very emotional driven people. Yes, it truly is that simple. Often, our decisions are made based off of experiences we have had in the past, and whether we associate them with a positive emotion or a negative one. This type of choice is typically based on the fact that, as humans and creatures of both comfort and survival, we do not want to choose decisions that have previously put us in danger or made us feel unhappy on some level. By avoiding these types of decisions once more, we avoid having an unhappy or negative experience again in the future. For example, say you once went to a specific park and while there someone broke into your car. Even though that park is a generally safe place and the number of break-ins that have actually happened there may be much lower than other parks, the fact that you had a bad experience there would leave you likely hesitant or unwilling to return. Here, you would be choosing based on emotions drawn from past experiences versus logic based on evidence that the likelihood of it happening in the first place was low. Therefore the likelihood of it happening again is almost impossible.

Assumptive Choosing

The other way that humans tend to choose is through assumption. Assumptions allow us to make decisions quickly, without relying on the act of doing research. Because we are faced with many decisions on a daily basis, we often feel as though the idea of research would simply be too much. Instead, we prefer to make decisions quickly based off of assumptions from past experiences and knowledge we have carried from what we have heard from others. Assumptions are often made based on perceptions, which is why big brand names have such an effortless time selling things. Since they are perceived to be higher quality and to have better selections that are generally preferred, a person would quickly choose brand name over anything else. This is also why you get many knock-off brands with names that are very close to brand names that already exist and are already popular. They are essentially tricking the human mind into believing they are high quality because they sound like a high-quality brand.

Influencing Behaviors

The greatest part about humans being driven by emotions and assumptions when it comes to how they make decisions is that it makes it extremely easy to influence people to do anything you want them to do based off of these two basic decision-making practices. If you can influence their emotional state to create a positive association with whatever it is that you want them to do and create the assumption that this choice would be the best one to make, you ultimately make it significantly easier for them to choose in your favor. For example, if you wanted to create a company that was going to be extremely successful in a short period of time, using a name that sounded similar to an already-successful company's name and designing it to have a similar luxurious or otherwise high-quality feel to it would result in you rapidly rising to success. This model would generate the assumption that you were high quality or high class early on, and the “feel” would inspire emotions that help the person feel positive when shopping with you, therefore creating the perfect situation for them to choose your company over many others. The same goes for virtually any decision you want someone to make in your favor: if you make yours sound good and feel good, the person will be more likely to choose in your favor.

Chapter 2: Personality

The exact reasoning behind why different people have different personalities is generally unknown, but there are many valid theories that exist which give us a great idea as to why people have different personalities, and what this means for both them and us. Understanding personality takes some time and practice, but it is definitely an important part of understanding other people. It can also help you when it comes to directing or influencing their behavior. There are two very interesting theories of personality that were designed by two popular psychologists: Hans Eysenck and Sigmund Freud. Both of these psychologists came up with their own means of understanding, measuring, and interpreting personality and theories behind how personalities are developed. If you are interested in learning more about these theories and how they contribute to a person's personality and thus their beliefs, actions, and behaviors, this chapter will tell you everything that you need to know.

Eysenck's Theory

Hans Eysenck was a popular psychologist who came up with a widely popular theory behind personality. He used a technique which he called factor analysis which allows him to reduce various behaviors to a variety of factors which are each grouped together under different dimensions. These primary dimensions included: Introversion or Extroversion (E); and Neuroticism or Stability (N). These were known as second-order personality traits by Eysenck. Once each personality type was grouped into a separate dimension, it would be traced back to a different biological cause.

To understand someone's personality based on Eysenck's format, you would essentially pay attention to different traits that the person had and place them in various areas of the "scale." They may be extraverted or outgoing and inclined to prefer a more stimulating environment, or they may be introverted or quiet and inclined to prefer a less stimulating environment. They may also be neurotic which would mean they are

anxious with a tendency to overreact or stable with a more levelheaded approach to situations. As well, they may be psychotic with a lack of empathy or a sense of cruelty about them, or they may be normal where they have empathy for those around them, and they are compassionate toward others. The psychoticism and normality scale was introduced later than the original four headings but contributed greatly to Eysenck's ratings.

Freud's Theory

Sigmund Freud, a famous psychologist, also had many great theories about the psychology of people. His theory about personality psychology is based on the psychosexual development stages. These stages start early on when a child is just an infant and is learning to feed or eat at just a few hours old. At this stage, they are in the oral psychosexual developmental stage. In this stage, they are using their mouth as their source of pleasure, and this can result in various personality traits. For example, overfeeding would result in aggression and dominance whereas underfeeding could result in dependency and over-trusting others. Soon after, during the toilet training stages, children gain pleasure through their anus, through the process of withholding or expelling feces. At this stage, harshness during the toilet training stages would result in a child being obsessively tidy and potentially mean or stubborn, whereas being too lax in the process might result in them being untidy or too generous. After, children go through a phallic stage, whereby they gain pleasure from personally "exploring" their genitals. At this point, they would also be paying attention to their parental relationships. Any abnormal relationships at this stage could result in them becoming self-obsessed, having sexual anxiety, feeling inadequate, or feeling inferior. Later they would experience a latent stage where no sexual pleasure was experienced. Following that, they would enter the genital phase of psychosexual development, whereby they gain pleasure directly through sexual intercourse. At this stage, if they can settle in a one-to-one loving relationship, the person will become well-adjusted and mature.

According to Freud, personality is developed alongside sexuality and is based directly on how children are raised. A psychotic psyche would result in a person being more inclined to indulge in pleasurable experiences such as sex, food, drugs, and drinking. They would also be likely to have

minimal time constraints and would want everything right away, with a difficulty to wait or slow down. If they were healthy, they would be relaxed and level-headed, with the ability to evenly and rationally consider everything before actually indulging in it. If they were neurotic, they would have anxiety, fear, perhaps depression, and other timid personality traits.

Influencing Behaviors

Because of the personality being developed early on, either through biological nature or through environmental experiences during childhood, there is not much you can do to influence someone's personality. However, by paying attention to what personality type they have, you may get an idea of how you can influence them in other ways, such as through decision-making, perception, emotions, and more.

Chapter 3: Perception

Perception is a level of psychology that is incredibly important to understand if you desire to influence or direct people's behaviors in any particular way. You may already be aware of what the word perception itself actually means: how we "perceive" things, or how we view and interpret the world around us and ourselves. However, if you have ever wondered about the psychology behind perception, including why we have perceptions in the first place and how they are formed, then this chapter will help you discover and understand these two features. As well, you will be given the opportunity to understand how perception can be used to influence and direct people's behaviors.

Why Does Perception Exist?

Perception exists as a result of our previous experiences in life. In a sense, perception is something we use to protect ourselves with. When we perceive the world around us, we often perceive illusions we have made based on experiences we have had in the past. These are not typically clear, rational, or even honest perceptions of the world around us. Instead, they are generated to help protect us.

Perception is considered to be our unique variation of reality, as it specifically speaks about how we see and experience the world around us, including ourselves. Because of our perception, we may or may not have the same experiences as those around us. Therefore, we each live in unique realities.

It is believed that sensation is built from the bottom-up: touch, explore, and then develop an idea. On the other hand, perception is built from the top-down: create a belief, then explore, then touch. Perception may be built this way to give us a quick ability to scan, interpret, and engage with the world around us. Rather than having to slowly engage with every part of our environment to generate a belief or choose an action, we first generate a belief, then choose, and then engage.

How Is Perception Shaped?

While there is no complete understanding as to how we generate our perceptions of the world around us, the belief is that our perceptions are built on our past experiences, our beliefs, and our natural inclinations or tendencies. So, your past experiences will shape your perception by giving you an idea of what to look for. This includes what to beware of, and what to pay attention to or engage with in an environment. These are often determined by emotionally-based decisions, though they may be determined through other sources as well. When it comes to beliefs, what we believe will often shape our perception as well. For example, if we believe that every person with brown hair and blue eyes is mean by nature, then every time we meet a brown-haired, blue-eyed person, we will automatically perceive them to be mean without ever having to get to know them or engage with them. This shapes our perception in a false manner, and yet it seems to have a deep, firmly-rooted hold in our minds. Finally, our emotions often determine how we perceive our reality as well. When we are experiencing certain emotions such as anger, anxiety, fear, or otherwise uncomfortable, we may have different beliefs from those which we normally carry when we are feeling positive. Because of this, if we are experiencing different emotions at different times, we may find that our perception of the world changes, too.

Influencing Behaviors

Using someone's perception to influence them and their behaviors or actions requires you to first understand how they perceive the world around them. You can do this by understanding what their beliefs are, what emotional state they are in, and, if you can, what their past experiences are. The more you know someone, the more you will be able to understand how they perceive the world around them. If you do not know them at all, however, you will want to do some digging through conversation to determine their beliefs and emotional state. After you have figured this out, you can use this to help you create an idea of what tendencies they likely have based on their perception. For example, say the person has a negative perception of the world around them, and you know that they do not believe that people, in general, have positive or true intentions. You would then

know that you have to work harder to earn their trust and that this person would be more likely to relate to you through negative banter about the world around you, rather than through positive perception. Then, through that bonding, you can develop a form of leverage that will help you determine what language and “angle” you can choose to influence that person to think or do whatever you desire them to do.

Chapter 4: Human Behavior

While the study of human behavior is vast and would take at least one whole book to grasp the entire concept, there are various smaller concepts around human behavior that you should understand to understand human psychology as a whole. Human behavior is believed to be erratic or unpredictable by many, but the reality is that there are actually many ways that you can understand and even begin to predict human behavior. The trick is not to look at behaviors themselves, but to look at the many variables that are factored into human behavior.

Beliefs

A person's beliefs heavily influence the way they act. People often formulate strong beliefs on how people should and should not act or behave in various situations, which generally lead to their behaviors. Beliefs can be formulated personally, often by their experiences with others and how they felt about them. They can also be borrowed or adopted by others in a person's life, such as family members, religious groups, or even their culture or society itself.

Values

A person's values will also shape how they tend to behave. Their values, sometimes known as morals or even their moral compass, will also determine how a person behaves in various situations. Most often, people will behave in a way that honors their values. For example, if they value financial freedom and money, they will likely be very diligent about paying off their debt quickly and making smart choices with their finances. If they value fun and enjoyment, however, they may be more likely to spend their money and increase their debt, in favor of having fun experiences.

Lifestyle

A person's lifestyle is a reflection of their past behavior, preferred behavior, and likely behavior. When you look at someone's lifestyle, you can often generate a prediction of what they are likely to behave like in various

settings. For example, a fitness-buff would be likely to wake up and engage in some form of exercise and prefer healthy eating to excessive unhealthy food intake. Alternatively, someone who is passionate about food may eat a wider range of things, including those that are healthy and not healthy. They may also put less intention or attention toward exercise and fitness, therefore making them more likely to choose relaxing and pleasurable options over energetic and productive ones.

Other Variables

There are many other variables that are factored into human behavior, such as their way of thinking, their perspective, their personality, and other psychological things. When you are looking to influence someone based on their behavior, however, the top three things you want to focus on are their beliefs, their values, and their lifestyle. These will help you understand who they are, what they prefer, what they are willing and not willing to do, and what they are likely to choose based on their history of past choices and chosen lifestyle.

Chapter 5: Emotions

Emotions have a major foothold in our psychological makeup, as well as how we approach the world before us. When we are considering a human's psychological makeup, emotions are the byproduct of many experiences we face in our lifetime. These are based often on past experiences, but certain emotions, such as fear, may be based on perceptions and assumptions of future experiences.

Emotional Attachments

Often, our psychological makeup is based on emotional attachments to our past. These are created and cultivated by the experiences we have, and how we emotionally perceived them when they happened. Often, our emotions will be based on a number of things rather than the experience itself. For example, say in the past you went to a local hospital to comfort a dying loved one. You may have spent several hours, or even many days there comforting that person in the hospice ward. Then, later in life, you go there to the maternity ward to welcome a new family member into the world following their birth. Although the experience should be positive and enjoyable, your past experience in that hospital was negative and painful. Therefore, even though you are trying to enjoy the moment, you are likely to be plagued by a sense of sadness and grief because of the memories it brings up to you. This is because you have an emotional attachment to that hospital that is negative, even though it wasn't the hospital that brought you grief, it was the circumstances.

We develop emotional attachments for all types of things in life. Often, these emotional attachments are connected to things, places, and other tangible items. However, they may also be linked to circumstances. In many cases, it is a combination of both. As a result, we may have a naturally positive or naturally negative association with something in the future, even if we have no reason to feel that way at the moment.

Emotional Influence

Emotions influence us in many different ways. They influence what we like and what we don't like, the parts of our memories that we like to hold onto and the others that we avoid, and even what our values and beliefs are. We often have a tendency to create and firmly hold onto beliefs we create when we are in a negative or upset mood and question the ones we generate when we are in a positive or happy mood. This is because emotions we perceive to be negative such as anger, fear, and sadness are often those that we experience in the face of stress. Our human psychology and biological makeup teach us to keep these experiences in the forefront of our minds so that we can avoid stressful situations in the future. This is because, on an animalistic level, stress often indicates some form of danger: death, starvation, predators, attack, and so on. Even though we have evolved far past the reality of any form of stress indicating some form of immediate and potentially fatal danger is upon us, we still have these biological tendencies to see our stress in this way. This results in emotions, particularly negative ones, having a major impact on our psyche and the way that we behave, approach life, and otherwise experience the world around us.

Influencing Behaviors

Understanding the importance of someone's emotions makes it easy to influence people to behave in almost any way that you want. When you can help said person associate desirable things with a positive, uplifting perspective, they become much more likely to remember it in a positive light and want to experience it again and again. Much like humans keep negative experiences in the forefront of their mind to avoid stress, they also keep positive experiences in the forefront of their mind because they are addicted to pleasure. Therefore, if you can associate the behaviors you want them to choose with pleasure and the behaviors you want them to avoid with pain or stress, you can influence them to choose in your favor and ultimately do anything you want them to do.

Chapter 6: Morality

Morals play a major role in guiding people's behaviors and leading to them acting, thinking, and speaking in various ways. When people have positive values and morals, they have a tendency to be guided in a way that keeps them acting as a positive and productive member of society. Poor morals result in people acting irrationally, making unreasonable decisions, behaving neurotically, and otherwise acting out of alignment with traditional societal systems.

When Are Morals Developed?

Some morals are developed throughout one's lifetime and held onto for the duration of their lifetime, too. For example, if a child grew up with family morals that stated the family was a priority and should always be seen as such, then the child would likely grow up with that as a moral for themselves. When they went on to have their own children and create their own family, they would likely foster the same moral into that family. They would teach their family that the family came first and that it should always be a priority for everyone within the family.

Are Morals Always A Good Thing?

Morals can be positive and productive, or they can be toxic and damaging. Some may have positive intentions, but poor execution, or they may even have negative intentions and are generated to justify a negative behavior. For this reason, morals are not always a positive thing, and they may be used for many poor reasons.

To understand morals with positive intentions but poor executions, we may once again review the idea of a family whose morals were that family comes first. In this family, an example of positive intention and poor execution would be if the family intended to have a positive, loving home, but instead used this moral as a means to execute social behaviors outside of the home. This could be displayed in a way whereby the family intends

to have a loving and warm household with this moral, but then shuts out their children's friends and shuns the children for choosing to spend time with friends instead of family on a regular basis. While it is positive and important for a child to have a warm and loving family-based home, it is also positive and important for them to have friends and to spend time with their friends so that they can learn and socialize with non-family members and understand unique personality types, family values, and other things that their direct family simply cannot teach them. Completely cutting off a child's social life outside of the home in favor of a "family first" attitude, then, is not productive.

The other unproductive variation of morals includes morals that are designed or flexed to fit someone's negative behaviors. For example, forcing a child to witness, care for, and justify a parent's addictions with a "family first" moral reasoning. If the sober parent was to teach the child that family was more important than anything, including their own wellbeing and safety, by enforcing a family-first moral in the household whereby the child was forced to witness toxic and potentially dangerous behavior such as those that may be displayed by an alcoholic or drug-addicted parent, then family first morals may be seen as negative morals with negative intentions. In this situation, the moral is likely designed to help protect the addict instead of the child, thus teaching the child toxic beliefs about self-respect, self-preservation, and family relationships.

Morals tend to be based on upbringing, and then may later be adjusted to justify one's actions or behaviors. For this reason, they are not always positive or productive. However, they are often very firmly-rooted within a person, typically helping to shape their beliefs and values and thus impact their behavior and how they approach life itself.

Influencing Behaviors

Using morals to influence someone's behaviors can typically be easy, as long as you are doing it properly. Knowing that most morals are rooted in childhood or during one's upbringing, you can generally draw many conclusions about a person's history, and therefore personality, beliefs, and decision-making tendencies, all by paying attention to their morals. You can

also use their morals to help them justify making choices that they may not typically make by helping them find loopholes or workarounds that help them justify seemingly “wrong” behaviors with their existing morals. For example, a person who believes above all else that people should put family first may be easily influenced to make a large purchase without much thinking or research if they were to genuinely believe that it would be a benefit to their family. Likewise, someone whose morals and values encompass fitness, and a healthy lifestyle may easily be influenced to purchase something on a whim if they genuinely believed that it would advance their fitness or contribute to their healthy lifestyle. If you know someone’s morals, you can use these morals to help justify virtually anything you want them to.

Chapter 7: Lying

Although we don't like to admit it, humans actually lie a lot. Often, the lying has nothing to do with an outright desire to lie or deceive someone. Instead, it is typically deeply rooted in psychological factors that influence a person to prefer a lie over the truth.

The Biggest Reason People Lie

Psychologists have conducted a large amount of research on how many people lie and why they do it, and the biggest reason they have come up with is linked to self-esteem. The general consensus is that if a person feels that their self-esteem is threatened by an experience at hand, they are more likely to lie to preserve their self-esteem. The more they feel at risk or threatened, the more lying they will do to cover it up.

People lie often because they do not want to be perceived as weak, bad, incapable, or uneducated. They want to preserve the idea that they are educated, productive, efficient, effective, strong, and most of all capable of doing things that people expect of them. For this reason, they believe that lying is easier than outing themselves and taking a hit to their self-esteem for the truth. However, this is actually completely false. It has been shown through various studies that approximately 60% of people lie at least once in a ten-minute conversation, and that lying actually takes about 30% longer than telling the truth. This is because people believe that when they are lying, they have to provide more "evidence" to prove that their lie is, in fact, the truth. Not only that, but they actually have to create and then produce this fake evidence. For that reason, it takes much longer to tell a lie than it does, to tell the truth.

The conclusion from all of this research is that people who feel they are at risk of having their self-esteem negatively impacted by someone are completely willing to lie to protect themselves from that negative feeling.

Influencing Behavior

Knowing that people are willing to lie to preserve their self-esteem gives you a great opportunity to discover how confident someone actually is about themselves in various situations. In general, there are many traits and actions you can see someone carry out if they are telling a lie. For example, they may break eye contact more often when telling a lie, or avoid it altogether. Alternatively, they may intentionally hold eye contact for an uncomfortable amount of time without breaking it to intentionally avoid breaking eye contact and seeming as though they are lying. They may also intentionally provide significantly more information (or “false evidence”) about a seemingly unimportant situation to influence you to believe it is true. If you can determine that someone is lying, then you know that they lack self-esteem and self-confidence in the specific topic of your conversation. You can then use this lack of self-esteem to influence them to behave in a certain way. Since they will want to preserve their self-esteem, you can ask them to do things that someone with self-esteem would do, and they will be more likely to say yes because they do not want to break their character of being someone with great self-esteem.

Chapter 8: Violence and Conflict

Something that many people find fascinating and even surprising is that we are genetically designed to crave violence and conflict with other people. Experiences with violence and conflict actually affect the reward centers we have in our brains, making us feel a positive reward to violence and conflict, even if we feel various negative or harsh emotions during the experience.

Through one study that was conducted in the past decade, researchers actually learned that humans crave violence as much as they tend to crave other pleasures such as sex, drugs, and food. The same reward centers that reward us for indulging in sex, drugs, and food also reward us for indulging in violence.

The belief is that this actually stems from a biological standpoint, but transfers into a psychological standpoint as a result of the reward-factor. The biological portion of this, however, is that despite being evolved now, our pre-evolved selves required this violence to obtain and retain important resources in our lives such as food, mates, and territory. Even though we have physically evolved and even socially evolved, this part of us seems to remain intact. It is even believed to be one of the biggest reasons backing modern warfare and the reason why we are still consistently engaging in acts of war and other acts of violence despite it no longer being a necessity to acquire and maintain the necessities we require to stay alive.

When we engage in violence, and we acquire and maintain these three basic things: mates, food, and territory, we are instantly rewarded with a “winning” or victory sensation in our minds. The acquisition of what we fought for instantly becomes a reward. This encourages us to become even more competitive and aggressive, causing us to engage in further acts of violence and conflict.

While most people have the ability to constrain themselves and refrain from physically engaging in violent acts with other people, such as fights or even fatal acts of violence with weapons, many of us can admit that we have at least thought about this resolution on several occasions when we were

feeling angry. So, although many of us are unlikely to behave in such a way, the natural inclination toward this answer or resolution still exists.

Influencing Behavior

Understanding how the reward-system for violence works in the human mind and how we are biologically and psychologically designed to have a craving for violence can help you influence other people's behaviors in many ways. Essentially, getting someone excited and feeling competitively toward others is a great way to influence them to do anything you want. Say, for example, you want to encourage someone to begin working out. Explaining how important it is for their self-preservation, how much stronger it will make them than others, and how it can assist them in doing virtually anything they want in life since they will have that strength can be a great way to motivate them to do so. Alternatively, you might consider the media. When the media, government, or other authorities want to justify and support their warfare in other countries, they often get people feeling aggressively toward the "enemy." They may make them feel as though resources are being taken away or their lives, lifestyles, families, territory, food, and other resources are at stake as a result of the war upon the enemy. They will also make it seem as though it is the enemy's fault and there "was no other way," making these individuals feel desperate and like they have to fight to win "or else." This is how they win the support of the general public and justify the war. While some wars are entirely justifiable and based on protecting the public, there is a strong chance that others may have been started specifically because humans are designed to crave this violence. You can create this same need and desperation in people whom you want to influence, causing them to feel like they have to fight for getting their way and that there simply is no other way.

Chapter 9: Cheating

Cheating is a behavior that many people do not understand, but many also engage in, too. Believe it or not, an incredibly high number of people cheat on their spouses and engage in infidelity, cheat on their taxes to avoid paying as much and otherwise cheat to “win” or indulge in some desired acquisition that they can gain by cheating. Cheating is a behavior that psychologists find fascinating and often enjoy studying as it teaches them a great amount about people’s morals, values, and beliefs, and what types of things can trigger them to go against all of it.

Why Do People Cheat?

It has been discovered that the people who are the worst for cheating are those who have high moral standards. The higher someone’s standards are, the more likely they are when it comes to cheating. They also have a tendency to be able to justify their cheating behaviors in some way, typically by “adjusting” their morals to suit their needs. As you may remember, morals can often be shifted or changed to help someone justify their behaviors that they would otherwise deem as “wrong.”

There tend to be two main reasons why people cheat on spouses when it comes to this form of cheating. One is that they do not feel that their sex life is satisfying enough and they either become bored or unfulfilled. As a result, they seek sexual pleasure elsewhere. Sexual pleasure is something that we all crave on a deep level, and will often do anything we must to have our sexual needs fulfilled. As a result, we are willing to lie and justify our behaviors to serve us when it comes to cheating on a spouse. Other situations show that when a person is financially reliant on their partner, they are more likely to cheat on them than if they are financially equal to their partner. This may be because they do not want to feel as though they “owe” everything to their partner, and they want to feel self-fulfilled or self-reliant in one way or another. Since they cannot go out and find financial equality, they instead go out and satisfy their need to be “powerful” or “equal” in some way by having sex. This is another example of twisting

morals around to justify their behaviors. Often, the twist in morals is extremely unclear, and in most instances, the person cannot even explain how they justified the act to the other person in a way that is truly rational and coherent.

Influencing Behaviors

When it comes to cheating, most people's behaviors are influenced by high morals and a willingness to justify their actions by altering their morals for self-fulfilling purposes. For this reason, the easiest way to influence someone's behaviors when it comes to cheating is to use the same strategies you would use when it comes to influencing or directing them based on their morals. By finding loopholes in their morals for them and encouraging them to justify their behaviors, you can encourage them to cheat or otherwise engage in infidelity.

Chapter 10: Habits

When we talk about habits relating to human psychology, we are going to specifically discuss bad habits that people have a tendency to cling to. These habits include those such as smoking, drinking, having unsafe sex, gambling, and partaking in unsafe, risky behavior in some way or another.

Humans are creatures of habit, which is why habits have a tendency to really stick to our behavior. This is especially true when the habit provides some form of extreme pleasure, which most bad habits have a tendency to. While positive habits do, too, we rarely concern ourselves with these as they generally contribute to a positive lifestyle that we do not feel the need to change or fix. A positive habit typically will not negatively impact us, our lives, our loved ones, or our health, therefore we do not need to change these.

Why Do We Cling to Bad Habits?

Many people believe that we can talk ourselves or others out of their bad habits with information and education. For example, having warning labels with emotional or graphic pictures of the negative side effects of smoking on the sides of cigarette packages to warn smokers about the risk they are taking every time they smoke. Many believe this holds some form of value and that it will help people to change their mind about their habit. The reality is, it actually does nothing to help the cause.

People cling to bad habits for five reasons: defiance, a need for social acceptance, not truly comprehending the risk itself, how they view the world and rationalize their habits, and genetic predispositions. These reasons all contribute in one way or another to how someone manages to keep themselves willing to engage in bad habits and showing up to engage in them time after time.

In many cases, also, people have a tendency to look for exceptions to statistics that are available on various bad habits and use these to justify their behaviors. For example, if someone knows a person who smoked their entire life and lived until an older age such as 90, they are likely to stay

fixated on this one person and use them to justify their behavior despite having endless research suggesting that this is an unlikely circumstance and that they will likely have the same outcome as the vast majority of those in the statistical evidence.

Influencing Behavior

Many people find it easy to influence people to engage in bad habits and remain addicted to these behaviors because people are almost designed to stay dedicated and committed to them. Whether we intentionally want to defy someone in our lives or we are trying to fit in with those around us, we can often find a reason that we would want to engage in these behaviors. Then, because they bring some form of reward into our lives, we find it easy to continue to justify these behaviors and engage in them on an ongoing basis so that we can continue to get that reward.

If you can help someone see the reward they are getting and speak about it enough that they become fixated on that reward, they are more likely to engage in and stay addicted to bad habits. Consider the smoking industry once more: not too long ago tobacco companies were talking about how cool it was to smoke and making it seem as though people had to smoke to be a part of a greater group of society. If they wanted to be “cool” or a part of the “in crowd,” they had to smoke. As a result, many people began smoking. Shortly after, medical research and studies proved that smoking was fatal and that it was an extremely negative behavior to engage in. Still, people continued to smoke because it had become a widely popular thing to engage in. Soon, many began to quit. However, because such a wide amount of the population was already smoking, they managed to convert more non-smokers into smokers to stay “in.” This has had such a strong impact on society that even to this day many people will begin smoking just to be accepted into a part of society, and will become a part of a crowd that converts even more non-smokers to become a part of a smoking society despite it being considered “bad” and everyone knowing how fatal it can be. This shows that evidence is not always akin to societal acceptance. Furthermore, people are willing to do anything to be accepted. If you prove

that by following your influence someone will have social acceptance, then you have a major leverage system to get them to choose in your favor.

Chapter 11: Bullying

Bullying is a major topic virtually everywhere these days. From children bullying other children in school and on playgrounds to bosses bullying employees and even virtual bullying taking place between two people from opposite sides of the world, it is a widely popular topic.

Who Experiences Bullying?

It has been shown that half or more of children who are in grade-school experience being bullied at one point or another, often on an ongoing basis. Unfortunately, bullying is known to have an even worse mental effect on a child than child abuse. When a child is abused in teen years, their risk of being depressed as an adult is double. Still, bullying is rampant, and there seems to be no one who knows how we can stop this behavior.

It has also been shown that at least 30% of adults will experience bullying in their workplace environment. This can happen from either bosses or fellow coworkers, and either way it makes the environment uncomfortable and even mentally toxic for the individual to work in.

Why Do We Bully?

Bullying tends to start in small ways and then, as a result of a reward or gratification, it escalates. This likely stems back to a reason we have previously discussed: our craving for violence. Often, someone will bully someone in a very small way first. For example, calling them a name or tripping them as a joke. Then, if the person who was bullied either laugh (affirming the justification that it was a “joke”) or gets angry (rewarding violent behavior), the person feels as though they have done something positive and have been rewarded for it in some way. As a result, they will continue to bully the person. The efforts, however, will grow and eventually they will become massive. For example, it may go from a small trip down the hallway to intentionally knock their coffee out of their hands, throwing their books on the floor, tripping them at the top of stairways, or even saying extremely unkind things such as suggesting the person to kill themselves. This tends to escalate quickly and can become very dangerous

toward the victim's mental health quickly as well, which is why bullying is so dangerous to engage in.

Chapter 12: Vanity

Vanity is something that all of us engage in on one level or another. We shower and shave, get our hair cut, wear nice clothes, and groom ourselves in many ways. Believe it or not, in 2014 Americans broke a record by spending over \$13.5 billion on surgical and nonsurgical cosmetic procedures to enhance their beauty. This goes to show how important our vanity is to us.

Why Do We Love Vanity?

When it comes to vanity, there are many reasons why we are engaged in keeping ourselves looking a certain way and why we dedicate to our looks in general. The first may be obvious, and again is linked to a basic biological function and need in our brain. That is, we are grooming ourselves so that the opposite sex will become more attracted toward us. Essentially, we are seeking to attract a mate. That is also why many people will groom to a high amount when they are single and then “let themselves go” once they are in a long-term committed relationship where they no longer feel the need to attract their mate any longer.

Another reason why people are so deeply invested in vanity is that they are seeking to rebel against the “norm.” Vanity in terms of body modification such as piercings, implants, tattoos, and other cosmetic procedures is something that has been around for many generations in various cultures around the world. However, in Western society, in particular, it has not been a widely accepted practice. For that reason, many people use it as a way to rebel against our society’s norm. However, the growing popularity has also made it something that allows many people to feel “accepted” by their chosen group in society.

Influencing Behaviors

People’s affinity toward vanity is often driven by one or two factors: to attract a mate, or to fit into their chosen place in society. For that reason,

you can use an individual's need for love or acceptance to influence their behaviors. For example, let's say you are in the business of selling fashion items to people. When you are making sales, you would want to generate a feeling in that person that shows them that the pieces you are showing them are trendy and that they will fit in perfectly with "this year's look" if they add these pieces to their wardrobe. Alternatively, if you are a fitness instructor, you can explain how modern society is extremely engaged in fitness because of how important it is for health, and that if they want to be a part of something bigger in society they should take up their own fitness practice. Being able to influence people's behaviors comes from understanding that they have an innate need to be a part of society and to feel attracted and accepted, and then exploiting this to get them to act in your favor.

Chapter 13: Stress

Stress is not only something that we have a tendency to experience often, but we also have a tendency to be addicted to stress. This addiction often roots from a place where we are so used to constant stress in our lives that we end up feeling as though we crave that stress. Because we are so used to it, we actually feel a unique type of stress when it is gone. For that reason, we will search to replace stress with more stress if a source of stress is removed from our lives. Unless, of course, we are undergoing conscious efforts to eliminate stress and learn to live in peace, which many modern people seek in mindfulness practices which are becoming more and more popular. Still, stress is a highly popular psychological experience and something we all engage in on a regular basis.

Why Are We Stressed?

The two most stressed out groups of people in society fit into two categories: parents, and workers. Children and the workplace have the greatest tendency to create stress in our lives, and yet, most of us cannot eliminate these stressors. Once we have children, we cannot make the decision not to have them, and work is essential in our ability to provide for both ourselves and if we have them, children. It is likely this obligatory part of the equation that results in us feeling so much stress around these two areas of our lives. The fact that we know we cannot escape these two highly demanding parts of our lives means that we truly cannot get away from the stress that they bring on us. Even if we get a break, we often spend the entire break dreading the return as this means that the stress comes back. As a result, we spend the entire break stressed out, too.

Stress has been known to result in stroke, memory loss and other memory problems, and other heart-related health issues. It can also raise blood pressure, and cause a wide range of other health issues in people who are chronically stressed. Learning to de-stress and cope with stress itself is an essential part of keeping a peaceful life whereby people are not constantly exposing themselves to these potentially fatal risks.

Influencing Behavior

Understanding people's stress can help you out in one major way: stressed out people are desperate to stop being so stressed. You can use someone's stress to provide them with "solutions" that will ultimately lead to them not feeling as much stress. Of course, you cannot force them to use the solution in a way that will actually eliminate the stress, so the effectiveness the solution will have on them is entirely up to that person. However, this does not mean that you cannot offer it and present it in a way that promises less stress. If you can find a way to "market" or "sell" your solution to a friend, family member, client, co-worker, or anyone else in a way that promises to minimize stress in their life, they will almost always agree because virtually everyone is desperate to eliminate stress.

Chapter 14: Gossiping

Many psychologists argue that gossiping is a social skill that people acquire rather than a character flaw that people possess. The belief is that as a result of evolution, we have been designed to hurtfully judge others and talk about them in harsh ways, no matter how negative these judgments or claims may be. This gossip as we call it is a negative behavior, and it has strong psychological roots in our minds.

Why Do We Gossip?

Gossip is essentially a form of what psychologist's call "social glue." It is a way that we connect with others and bond with others, and how we "place" ourselves in society. We have learned that gossip helps establish boundaries within a group, and it also helps us boost our self-esteem by giving us a feeling of being better than someone else.

Gossip is rarely a skill we engage in that has the goal of being honest or accurate. Instead, gossiping is used to form a bond with someone at the expense of someone else. When this gossip, or mutual dislike of someone else, is shared by two people, it brings them closer together. This bonding rewards our need for acceptance and being seen as a part of our society, and therefore we often use it as a skill or tool to form a "space" for us in other people's lives. If we can find a way to bond and get "in" with them, then we become a part of their circle, and we officially find our place in society. It is rarely done to actually harm the other person. Instead, it is literally based on the need to be accepted.

Influencing Behavior

Using gossip to influence people's behavior is an extremely easy tool. Simply listen to what the other person talks about and then start gossiping! For example, if you were talking to someone and they claimed to dislike another person that you mutually know, you could attest to that dislike. Then, you could spark a conversation about this mutual dislike. Often, this

goes on to talk about all of the negative qualities that person has and why people do not like them. You may even look for scandals or shocking “did you know?” type topics to talk about and share with that person. This builds a bond between you and that other person which can help you form a friendship, or use that bond to influence them through their newfound trust in you.

Chapter 15: Social Influence

Social influence is a psychological phenomenon whereby people are influenced to think, speak, and behave in various manners based on the influence of their peers. This explains the reason why most people act differently around certain groups of people than they do others, such as by acting one way around their friends and another around their family members. Social influence is typically a factor that has the power to influence us based on our psychological need to be accepted by our peers and welcomed into a part of their “circle.” We use certain skills, behavioral patterns, and traits to earn their attention and affection and keep a positive relationship with them.

What Does Social Influence Look Like?

There are three unique forms of social influence that people succumb to: compliance, identification, and internalization. Compliance is the act of people agreeing with others despite not actually agreeing with what they think or believe inside. This is a form of lying we do as a means to be accepted by others. Identification is the act of being influenced by someone we admire or idolize, whom we have great respect for. Often, this is someone who is a celebrity, is famous, or may simply have a powerful and positive impact in our own lives. Internalization is when people take something they learn or understand from a societal influence, such as a behavior or belief, and agree with it both internally and externally.

Social influence is a type of influence we use as an opportunity to be accepted by others. It comes on a sliding scale, ranging from behaviors or beliefs we genuinely believe in and possess in all areas of our lives, all the way to behaviors or beliefs that we do not agree with at all but pretend to agree with as a means to be accepted by others. As humans, we have a tendency to adjust our beliefs and behaviors to meet the needs of the part of society we are hanging out with.

Social influence is the same psychological impact or experience that leads to people succumbing to peer pressure. Peer pressure is essentially the

exploitation of an individual's natural tendency to succumb to social influence to determine how they will act and behave in various settings. As we age, and if we are given healthy social influence and guidance, we often find that peer pressure slowly has less of an impact on us than other forms of influence or guidance in the world. However, younger children and individuals who are not taught healthy social influence from early on are often easily pressured by peers. This can lead to them doing a variety of different things that they would not normally do, or even agree with, as a means to be accepted by a part of society.

Influencing Behavior

The very fact that social influence is directly related to peer pressure proves that it has a very powerful ability to help individuals influence or direct someone's behaviors or beliefs. Even people who have been subjected to positive social influence and who are generally strong against peer pressure can be influenced by social groups, leading to them changing their behaviors and beliefs over time.

The best way to use social influence or peer pressure to change, direct, or influence someone's beliefs or behaviors is to make it seem as though your chosen beliefs or behaviors are deemed "socially acceptable." You would want to have it so that you and anyone you spend time with have a similar belief and behavioral structure. This will result in the individual whom you want to influence feeling as though they must adjust their beliefs or behaviors to be accepted by you and your peers. You can use this influence to pressure people to act, think, speak, or otherwise behave in ways that may be typically "abnormal" for them as a person, regardless of what that may be. It may take pressure over a prolonged period of time, but the more you apply pressure, the more likely the person will eventually succumb and do as you have asked of them.

Chapter 16: Genetics

Naturally, someone's genetic makeup plays a major role in how their psychological makeup works. Genetics have a tendency to be something that plays a profound role in virtually every part of our makeup, no matter what aspect you are considering.

If you are attempting to understand how someone's psychology works and why they are the way they are, it is important that you take the time to analyze their genetics. While you may not always have access to genetic information, such as evidence through knowing many of their family members, there are ways that you can tell that certain behaviors or tendencies are genetic rather than learned. The following advice will help you understand how genetics influence someone's psychology and how you may be able to determine whether someone's actions are learned, or inherited.

How Do Genes Influence Psychology?

The reality of how genes influence our psychology is extremely conflicted. There have been many studies that provide a significant amount of evidence that genetics do play a large role in who we are, and several others that suggest that they don't. There is one thing that we can conclude, however. That is, genetics do play a role in our chemical makeup. For example, you may be genetically pre-disposed to having particularly low levels of dopamine in your body, thus putting you at higher risk of having clinical depression in your lifetime. You may also be genetically pre-disposed to having higher-than-normal levels of testosterone in your body, thus giving you a tendency to be more aggressive than others in your lifetime. Although genetics may not be able to directly influence our psychology, or they might be depending on whom you talk to, there is no denying that they have the power to completely alter our chemical makeup and provide us with a higher likelihood of having certain mood disorders or tendencies based on how the chemical levels are in our body, naturally.

There is not really a way to influence people on their behavior based on genetics alone, but if you can discover whether people have tendencies towards different behaviors or not, then you can begin to learn how they tend to act and behave in various settings. Then, as a result of this understanding, you can influence their behaviors by speaking and behaving in a way that directly appeals to these natural tendencies or preferences in their psychological makeup.

Chapter 17: Creativity

Creativity is seen as a very positive thing in psychology, and there are many reasons why. First off, creativity is something that we can all learn based on developing specific skill sets. For example, if you take the time to invest in your ability to paint, you can actually increase your creative output by a factor of 10 or more based off of your newfound ability. Second, creativity is well-known for breeding happiness in people and helping individuals to experience greater levels of joy and other positive emotions. When a person invests in creative behaviors, especially on a regular basis, they are far more likely to be happy and suffer less with emotional disorders than people who do not.

If you wanted to influence someone to be happier, feel better, or otherwise engage in more positive behaviors, you would want to influence them to engage in more creative behaviors. These types of behaviors include things such as capturing, such as by journaling, drawing, or otherwise “capturing” creative thoughts as quickly as possible. Thoughts tend to be fleeting, especially creative ones. Nailing down the concept of a creative thought as quickly as possible is a great way to help someone hold onto their creativity and make the most of it.

Another way you can boost creativity is through challenge. When people are challenged through difficult situations, such as to design something in a set amount of time or to design something very specific with a limited amount of tools, they are instantly pushed to creative measures. They will certainly fail to some extent, but the amount of creativity they are forced to exercise to generate their results pushes the creation part of the mind and influences them to have an even greater level of creativity involved.

You can also influence people to become more creative by broadening their behaviors. Giving them more to do and allowing them to engage in as many different creative activities as they desire allows them to let their mind “go free” and do whatever it wants to. It is essentially like putting someone in a creative playground. If you want to let someone really create something magical, open them up to many platforms or mediums and watch what they create.

Finally, you can also boost creativity by surrounding people with creation. Taking them to art galleries and museums, surrounding them by other's creations, and otherwise helping surround them with creative expression is a great way to get people to become more creative. Surrounding people with fun and games and getting them using and exercising their brain significantly increases their creativity.

Creativity has been shown to help people have a healthier brain, greater ability to problem solve, and happier emotions overall. They are typically more at peace in their lives, are more resilient toward difficult emotions, and are more likely to enjoy their lives and all that they experience in the moment, rather than being absorbed and trapped by anxiety, depression, and other debilitating emotional disorders.

Chapter 18: Attitude

When it comes to the psychology of attitude, attitude is actually considered to be a measure of learned tendencies for how we evaluate things in certain ways. These types of evaluations are of people, objects, events, and issues. They are either positive or negative in most circumstances, but there are some where the attitude is unknown or uncertain. This would be instances where you have mixed feelings about any particular “thing”.

Types of Attitude

There are three components of attitudes that researchers and psychologists tend to recognize when it comes to psychological attitudes. They include cognitive components, affective components, and behavioral components. Cognitive components include everything such as thoughts and beliefs about any particular subject and how that may influence your decision-making toward various things. The affective component includes how you feel as a result of the issue, object, person, or event that you are considering. Lastly, the behavioral component is a sum of how the cognitive and affective components lead to you behaving in reference to this particular attitude on something.

Attitudes can be something that we are aware of and that we recognize when they take place, in which case they are called explicit attitudes. Alternatively, they can be an attitude that we are unaware of which would then be considered implicit. With implicit attitudes, the effect that our attitude has on us is not recognized by us, but it still plays a role in how we behave in reference to any particular topic.

Our attitudes can be shaped by three things: our environment, social factors, and learning. When it comes to our environment, this would include anything that we have directly experienced or observed that results in us developing a particular belief or preference toward any given subject. When it comes to social factors, this would include any instance where we were expected to act or behave in a certain way, either by our parents, society itself, or anyone else within society who had a major impact on our

upbringing or our social acceptance. Lastly, learned attitude can come from a variety of different forms of conditioning that we are exposed to in our lifetimes. For example, conditioning by advertisers in the media, how people treat us when we do certain things, and how we observe others behaving in particular ways and how they are accepted (or not) by society.

Influencing Behaviors

Attitudes influence behavior in many instances, often by causing us to act in a way that we believe is accepted or expected in our given environment. For this reason, you can influence people's behaviors by placing an expectation on them of how they should behave when they are around you or in any particular social setting that may include you. Furthermore, you can influence their behavior and attitude through conditioning, similar to how advertisers do it. This would be by bombarding people with specific perceptions, beliefs, and visual experiences in their life, either through advertising yourself if you are a business entity, or even through regular expression in other media. For example, if you are an individual person seeking to influence or direct people's behaviors through attitude, you may consider setting specific expectations and regularly posting on social media, talking about, and sharing content with people that promote certain views and ideas on any given topic.

Chapter 19: Faith and Religion

As with most things, our psychology behind faith and religion often starts with being conditioned to believe that our faith and religion result in us being either accepted or shunned by our chosen community. For example, if you are raised in a very religious household that attends church on a regular basis, and you express a disinterest toward church and determine that you would like to explore an alternative religion or faith instead, you may be at risk of being denied access to your family or otherwise “cast out” by them for not believing in what they believe in. They may feel as though you are rebelling against what they stand for, and that can result in you not being accepted into your society or community.

In addition to religion being a way that we can remain a part of our community and be accepted by those that we care about, religion also runs a lot deeper. Naturally, everyone is not devoted to any particular religion strictly for the desire to be accepted by their community. The majority also genuinely believe in the religion itself, too, and therefore are often showing up out of a personal belief in addition to a desire to be a part of something greater. In fact, that in and of itself tends to be one of the biggest reasons people are drawn to religion and faith: to be a part of something bigger. Being involved in a religion, especially one that aligns with your personal beliefs, is a great way to help you make sense of the world around you. It can also motivate you, strengthen your bonds with other people, and otherwise help you feel “at home” in the world.

We have seen many instances in the world where people were influenced as a result of their religion, and this can happen in many different ways. If you want to learn to influence someone based on their religion, simply take a look at the Westboro Baptist Church of the United States of America. This church is a religious church that has very strong and specific beliefs. They are comprised of many people who believe in Christianity, and who are likely to have conservative views on the world and how the world should be run. Many believe that the individuals who attend this church are “brainwashed” and that the pastor uses their religion to exploit their beliefs and use them as pawns to fight against modern America. This is not the

only church to behave this way, either. There are many, many radical churches that exist in virtually every faith and religion. These churches are essentially comprised of people who are exploited based on their beliefs and used to advance a church in any particular way. In many cases, the pastors may not even be intentionally exploiting their followers or intentionally leading them to do anything that would be considered negative or harsh to the average person. Instead, they may genuinely believe that their church or teachings are the “only way” and therefore everyone should follow them. To most, this would be a form of neurotic behavior. To these religious people, however, it is normal. This is a trend we typically see in people who have had their beliefs shaped early on or were open and willing to have their beliefs shaped to protect them from pain or damage they faced earlier in life. For example, a “lost soul” who felt out of place in the world might find refuge in a place like this and then devote deeply to it because it provided them with a sense of security and safety. For that reason, they believe that they are obligated to show full devotion, and they desire to protect the integrity and security of the religion that they believe saved them from themselves or the dangers or harshness of the world around them.

As you can see, the large basis behind religion is that it provides people with the opportunity to become protected from the fear of being outcast by their family or society, and it gives them a shot at being a part of something bigger than themselves. In many cases, religion is completely harmless and is actually a positive influence that promotes a sense of wholeness and happiness in people who are a part of religion. However, there are always instances where extremism takes hold, and people are subjected to extreme behaviors or beliefs, and therefore they end up acting in neurotic ways. The biggest thing to note when it comes to religion is that virtually everyone who is involved in religion is seeking to be accepted into something that is “bigger than them,” per se.

Chapter 20: Love

Love is a major subject in our world. People crave it, will do virtually anything for it, and are passionate about everything that it brings them to their life. Many even become addicted to love and all that it has to offer, which is fascinating when we consider love from a psychological standpoint. Love is a feeling that we all desire to experience, and it can drastically influence the way we experience the world around us. So, what exactly is the psychology behind love? Let's explore!

Psychology of Love

For starters, it is important to understand that genuine love and sexual desire are two completely different things. In studies that have been done by psychologists, there are very distinct differences between the psychology of love and sexual desire, even though they do have some overlaps in them. Most love, however, starts with sexual desire. It then moves on to be built into love, however. Falling in love takes just one-fifth of a second, and once we are in love, everything changes. New neural pathways are formed that keep us in love and keep us coming back for more from the person or people we are in love with.

Love happens for two reasons: the first is a very basic reason, although it does not entirely explain why we stay in love. That is, love is the basis for how we pick a mate and start a family. Since we are mammals, after all, having a mate and starting a family is important to us as it is a means for evolution and to keep our species alive and strong. However, we stay in love because love gives us many things in return. It increases our happiness levels, helps us feel close and connected with someone, and gives us a feeling of being accepted into a close intimate circle. We all crave intimacy, and love allows us to experience intimacy on a deeper level than mere sexual relations. Furthermore, love can actually help us fulfill needs. For example, being in love with someone and having someone in love with you gives you a greater sense of security and protection and allows you to feel

as though you are going to be looked after and cared for over many years of your life.

Another reason we fall in love and stay in love is that society has taught us that love is something that is lasting. There are many parts of society, such as those who consider themselves a part of the “counterculture,” who believe that love is something we are to experience openly and freely and share amongst many people. They do not always believe in monogamous love, but rather believe that love should involve anyone whom you feel loving feelings toward. Others, however, who are considered a part of “modern” or “accepted” cultures are put under society’s expectations that they are to fall in love, marry, and stay together with someone for a long time. This is often the case when we see people in loveless marriages and even those who remain subjects of abuse both mentally and physically. This is a result of societal conditioning and not genuine love for one another. Still, we are lead to believe that this is love and how love is supposed to be because these are the beliefs we were raised with and around.

Influencing Behaviors

Love is perhaps one of the most popular and easier ways to manipulate or direct someone’s behaviors. When someone is in love, it becomes infinitely easier to influence them to behave in certain ways because people who are in love tend to act irrationally. Whether the person is in love with you, or if you are exploiting their love for someone or something else, you can use this as a means to drive them to do virtually anything you desire. You can do this by giving the idea that said action, belief, thought, or behavior would somehow protect their loved one, satisfy or appeal to their loved one, or otherwise provide them with the opportunity to benefit their loved one in some way or another. For example, many people will engage in cosmetic surgeries and cosmetic procedures because they believe it will make them more attractive and appealing to their loved one. People will also pay enormous amounts of insurance fees to protect their loved ones and to ensure that they gain access to anything they may need, from health care to life insurance, if it is ever needed. If you are seeking to influence or exploit someone, through their love is a great way to do so. Most people do not

behave in their “regular” way when they are exposed to love because they are seeking to protect or appeal to their loved ones in one way or another.

Chapter 21: Willpower

The psychology behind willpower is directly related to our ability to delay gratification. People who are believed to have “low willpower” are those who struggle to delay gratification. These people are often heavily reward-driven and struggle to make decisions that will delay rewards for various reasons. We are going to explore these reasons, now.

What is Willpower?

Willpower is essentially a measure of someone’s ability to delay gratification to acquire greater gratification. For example, eating healthy and not over-indulging on dessert and working out as a means of delaying gratification for a more desirable form of gratification, such as having a nice body. Or, it may be expressed whereby someone is willing to refrain from settling in love so that they can find their “soul mate.” When people are willing to delay gratification with the intention of having a greater form of gratification or a more desirable form of gratification later on in life, this is considered to be a display of willpower.

How Do You Get Strong Willpower?

Willpower is often strengthened by delaying gratification for short amount of time and then gradually increasing the amount of delay and increasing the size of the reward that is granted for the delay. You can also use what psychologists call “if-then” statements, whereby you increase your desire to delay gratification by telling yourself that “if you delay gratification now, then gratification will be larger in the future.” For example, “If I do not spend this money now, then I will have extra money to spend later.” By using these statements and repeating them to yourself on a regular basis, you can increase your willpower and ultimately teach yourself to delay gratification so that you can experience greater gratification in the long run.

Increasing your own self-control is important as it can help you with directing or influencing other people’s behaviors because they are more

likely to respond and agree over time since many people do not actually have a strong sense of willpower. Therefore, if you can “out willpower” them, you are more likely to “win” in getting them to do virtually anything you desire for them to do.

Another great way to improve your willpower includes increasing your motivation to do so. The best way to do this is to set the idea that you are going to have even greater gratification from the outcome. You can increase gratification for yourself by raising the stakes for yourself. For example, setting an “extra” on the reward of what you are already going to get. Let’s say, for example, you want to have a body shape that you deem to be more desirable. You may state that you are going to pass over desserts and unhealthy meal options in favor of healthier ones, even if you don’t necessarily feel like you want to. Then, in addition to the natural outcome of having a healthier body that looks the way you want it to, you may also promise yourself that you will add several new outfits and accessories to your wardrobe. If you are someone who is particularly drawn to fashion and is always looking to enhance your wardrobe, then this form of gratification would be one that would highly motivate you to work harder and delay gratification.

The more you practice self-control and willpower, the more you will have. This practice is similar to a muscle that you exercise, and having it exercised on a regular basis will make it so that you can easily activate your willpower and use it in any setting. Whether you are looking to out-wait someone so that they give in to your demands or desires, or you are simply wishing to have a greater life yourself with better willpower, exercising this mental muscle and increasing your ability to call on it at any time is a great tool to have.

Conclusion

Thank you for reading “*Human Psychology: 21 Fundamental Principles of the Human Mind to Understand How People Think and Behave and Subconsciously Influence Their Actions*”!

This book was designed to teach you about human psychology and how these twenty-one principles directly influence the way people think, speak, act, and behave in general. From understanding personality and attitude to understanding beliefs, willpower, and even religious beliefs, this book was designed to give you an idea of how people’s psychology influences them. By having a strong understanding of the psychological reasoning behind many common behaviors and traits that people have, you give yourself a direct opportunity to influence people’s behaviors and encourage them to act and behave in ways that may not necessarily be considered “normal” for their traditional actions and behaviors. Doing so can help you in many ways, such as leading a team of employees more effectively, getting a sports team to work together better, or even simply getting people to do what you want more, such as lend you favors or help you out in various ways.

Human psychology is a vast topic. While you cannot learn about the entire thing in one book, or even two, I hope that this book was able to give you a solid basic and in-depth understanding of each of the twenty-one most common principles in human psychology and how they can help you influence people’s behaviors. I also hope that you were able to understand the needs behind people’s psychology that results in them behaving in such a way, thus further helping you influence their behaviors and direct their actions.

There are many ways that you can influence people’s behaviors. Each of these principles will either help you directly influence someone’s behaviors or will help you understand their existing behaviors so that you can begin to predict how they will behave and what you can do to alter these behaviors.

The best thing you can recall when it comes to really thinking about what drives someone into action is specifically relating to the topic of beliefs. Beliefs drive almost everything. They help us determine our faith and religious choices, shape our attitudes, and even design how we think about

ourselves and what type of confidence we bear. Virtually every part of human psychology is shaped by beliefs, which you can grow to understand the idea of perception which you learned about early on in Chapter 3.

If you want to have the best success with directing and influencing someone's behaviors, then you need to ensure that you take the time to learn each of these traits and how to identify them in others. In many cases, you can grow to analyze and understand someone's psychology through watching their actions and listening to them when they communicate. Most people will directly tell you about their beliefs or will communicate in a way that directly explains what they believe about something. For example, if they speak negatively about a topic in general, then you know that their beliefs are not that said topic is positive or in any way beneficial to them. Instead, they likely believe that it is negative or even somehow bad or dangerous for them or the ones they love.

If you want to influence someone's behaviors, the best way to do so is to play on their beliefs or exploit their emotions through those such as love. When you learn to effectively observe people, influencing them becomes effortless. Take the time to learn about observing and analyzing, and then take the time to practice influencing their behaviors using the practices outlined in this book. Soon, you will find both to be effortless, and you will have no struggle in observing people and getting virtually anything you want out of them.

Lastly, if you enjoyed this book and felt that it helped to teach you about human psychology and how these twenty-one principles can help you influence people's behavior, I ask that you, please take the time to review it on Amazon Kindle. Your honest feedback and opinion would be greatly appreciated.

Thank you for taking the time to read this book, and I hope that it was able to provide you with ample information on human psychology and how you can use this to influence and direct people's behaviors.